

LIFE



VICE PRESIDENT GARNER

MAY 2, 1938 **10** CENTS

Go places



NATIONAL SPARK PLUG CHANGE WEEK MAY 2nd to 8th

GO PLACES this Spring, the most enjoyable motoring season, with an engine that's as full of youthful vitality as the spirit of the season itself.

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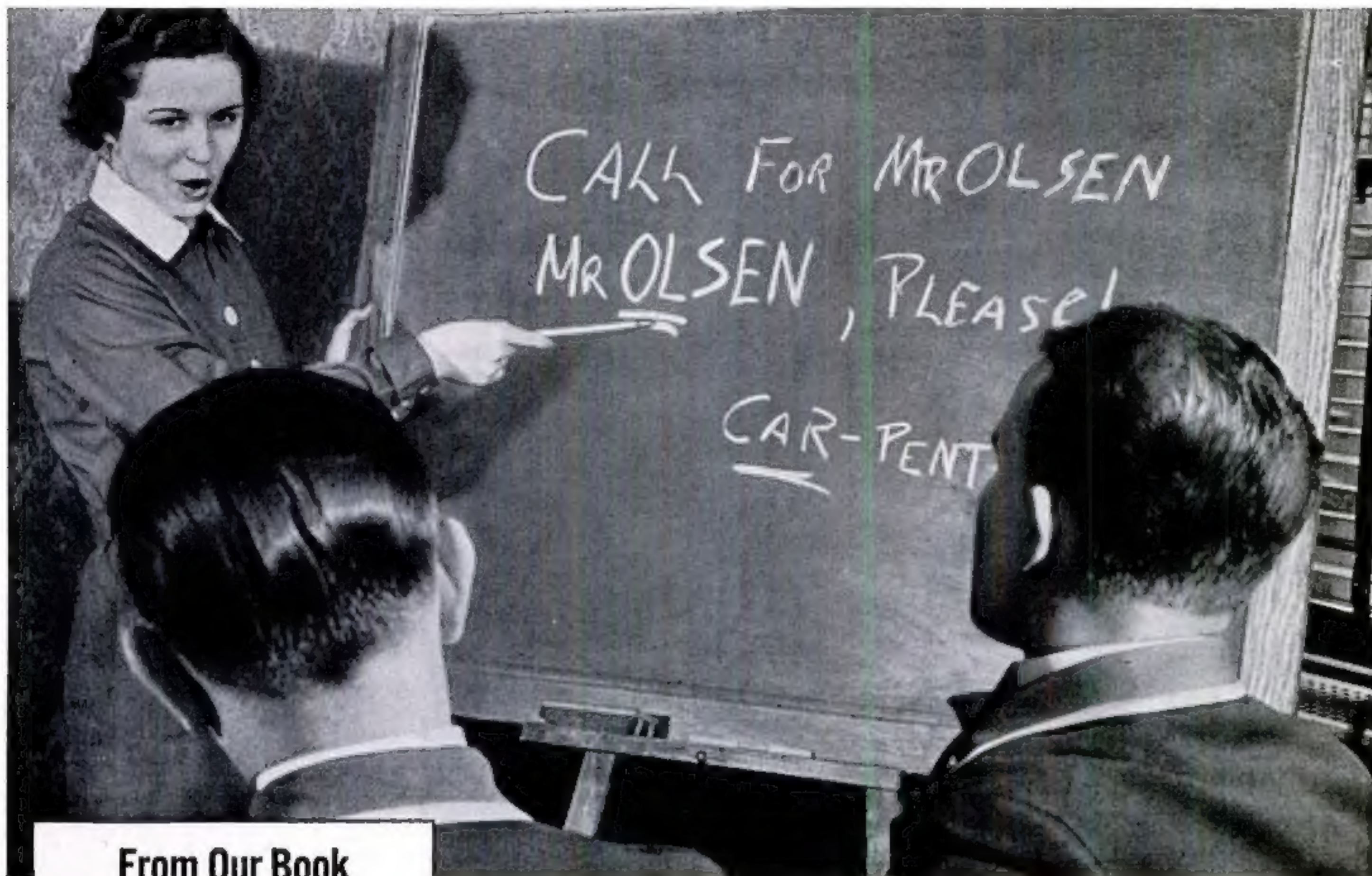
Champion Spark Plug Change Week has become the accepted period for bringing cars up to peak performance by millions of the nation's motorists. Regularly at this time or every 10,000 miles, they have their Champion dealer check their spark plugs. When new spark plugs are necessary, from an economy and efficiency standpoint, they demand Champions because they appreciate the sustained better performance and the gas-saving economy that Champions alone provide.

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SERVICE DEPARTMENT—Voice culture for bellman trainees: classes are to be conducted by the Chief Telephone Operator who will teach diction and pronunciation.

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Ralph Hitz
RALPH HITZ, PRESIDENT
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IN NORTH CONWAY, N. H. - Eastern Slope Inn...Carl O. Randall, Manager. Winter and Summer sports center of New England. Rooms from \$7.50 per day American Plan.





SPEAKING OF FASHION...

... Dressmaker Hawes says it's a waste of time

"I, Elizabeth Hawes, have sold and stolen clothes in Paris, reported fashions, worked with buyers, designed my own clothes, designed for a cheap wholesale house, and I've become convinced that 95% of the business of fashion is a useless waste of time. I say fashion is spinach and I SAY TO HELL WITH IT." Thus Elizabeth Hawes, one of America's leading couturiers, in her new book, *Fashion Is Spinach*. The title comes from the unforgettable *New Yorker* cartoon of the girl who, spurning broccoli, swears: "I say it's spinach, and I say the hell with it."

Miss Hawes, who thumbs her nose at a "spinach" number (above) and sits in thought (below), divides the dressing of women into Style and Fashion. "Style gives the feeling of a certain period in history. It only changes as there is a real change in point of view. Fashion is a parasite on style. He is the horrid little man who tells you last winter's coat may be in perfect condition but you can't wear it because it has a belt." At right, Miss Hawes analyzes the difference between style, which she advocates, and fashion, which she denounces.



"Top-heavy pigeons" Hawes calls these 1899 ladies. She adds: "The design of the dress in the middle, while extremely intricate, has nothing at all to do with the human figure."



Queen Mary tradition is reflected in these dignified clothes. "Queen Mary is always in style," says Hawes, "because she wears what she thinks is becoming to her personality and position."

Hawes says these were fashions and therefore are spinach



"The back curtain hanging down the lady at left," Hawes rages, "is unnecessary as is all the other extraneous decoration." Hawes's name for this fashion: "bric-a-brac and old lace."



Too many things hanging, sagging, floating is Hawes's criticism of this 1920 "boyish form" dress. "This fashion's slim hips and flat bosom were contrary to all laws of female anatomy."



"Back tiers and cross straps" of this 1932 dress, says Hawes mildly, "are very unbecoming." The dress has far too many conflicting lines and its design is not well enough integrated.

... and these were styles and are therefore still good



"Trimness is half the problem of being well groomed," declares Hawes. In this perfectly tailored suit, the waistline is where a waistline should be, the shoulders look like shoulders

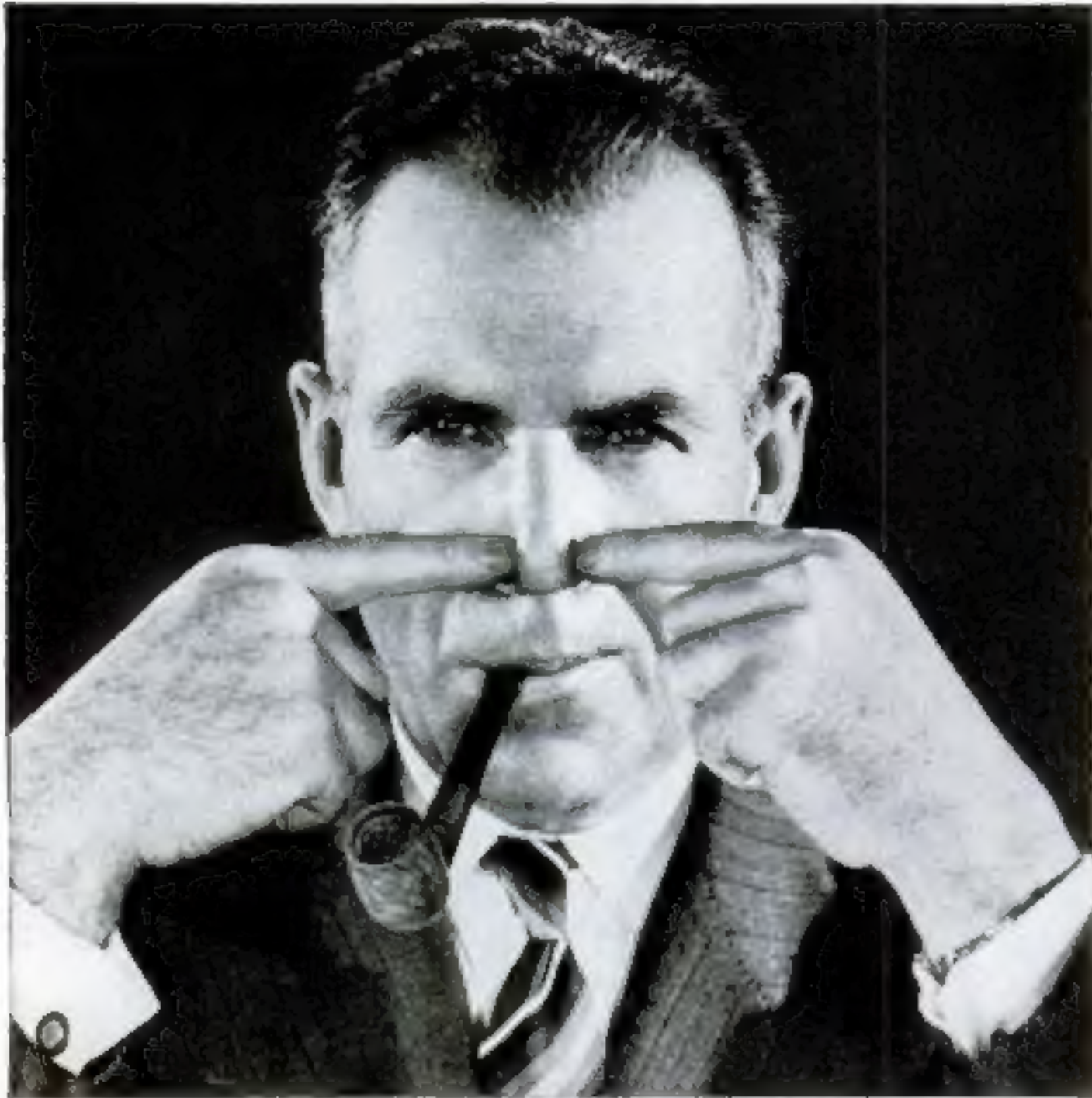


"The classic type of tailored suit, the kind which never goes out of style," is Hawes's description of these. The proportions fit the human figure, the design is functional, becoming.

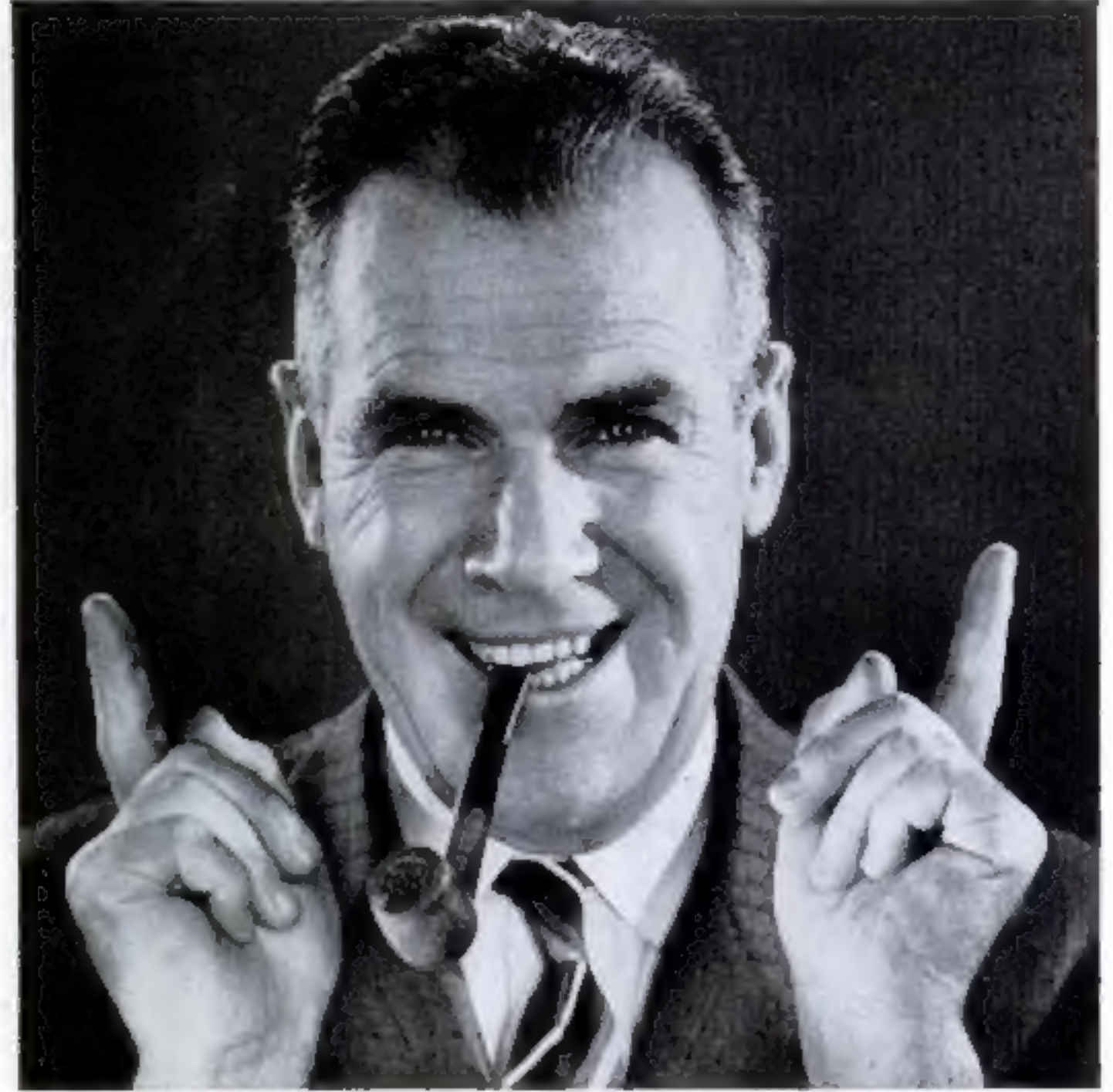


Blue Mazurka, the dress worn above by Actress Patricia Collinge, was designed by Hawes. Miss Collinge bought it in 1932, is sick and tired of it but likes it so well she can't discard it.

Make this test with your pipe tobacco!



1. Do you think that you enjoy the *flavor* of tobacco chiefly through your sense of *taste*? Then make this astonishing test. Pinch your nostrils together while smoking. Notice that your tobacco becomes flat...tasteless...*flavorless*!



2. Now let go. Immediately the flavor returns... proving that you enjoy the *flavor* of tobacco chiefly through your sense of *smell*. Flavor, you see, is produced only partly by the tongue...*largely* by delicately keen nerves at the back of the nose.

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Flavor depends mostly on your sense of smell. Knowing this, we set out to produce a pipe tobacco that would appeal to the senses of both taste and smell...in exactly the right proportions to produce finer flavor.

Finally—in HALF & HALF—we produced a blend with the very special quality we were looking for...combining taste and aroma in *exactly* the right proportions.

We call that exclusive quality FLAVOROMA. It will add a richer, fuller pleasure to the comfort and enjoyment you get from your pipe.

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The Telescope Tin gets smaller and smaller as you use it, makes tobacco easy to get at all the way down. No scraped fingers as you reach down for the last load.
(Patent No. 1,770,920.)

Enjoy the FLAVOROMA of
HALF AND HALF
FOR PIPE OR CIGARETTE



Elizabeth Hawes has always had, in addition to her talent for designing clothes, an equal talent for publicizing and promoting Elizabeth Hawes. Her latest tie-up is the chewing-gum dress which appears in Wrigley gum advertisements with Joan Bennett as model (*top*). Simply designed, the dress has the wide full skirt to which Hawes has always been partial. An attractive lady of 34, Hawes graduated from Vassar in 1925, opened her first New York shop in 1928 and now sells her very expensive, made-to-order dresses from a gray stone house on East 67th Street, Manhattan.

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New! THE PENCIL YOU CAN SHARPEN WITH YOUR THUMB!



Yes, sharpening the new Eversharp Repeating Pencil is just a matter of pressing your thumb. Press the top—and *click!* A new point appears! When one lead is used, press the top again and a new lead takes its place! Feeds lead continuously!



This new Eversharp Repeating Pencil holds so many leads that the average writer need refill it only twice a year. Just lift the top and drop in a six months' supply!



WARNING! This pencil operates only with Eversharp Square Lead—the lead that fits *any* mechanical pencil better, snugger—that can't slip or twist. Ask for it in the "Red Top" package... See this new Eversharp Repeating Pencil at your dealer's. Six beautiful models—\$2 to \$6.

THE NEW WAHL-EVERSHARP REPEATING PENCIL

Made by the makers of the famous Wahl-Eversharp Pen—*the only pen with the "Self-Filling" Point*

LETTERS TO THE EDITORS

Fake Baby Adolf

Sirs:

The dreadful monstrosity in the March 28 issue of LIFE, page 12, captioned "Fake Baby Adolf" (left, below), is the distorted image of one of my sons, John May Warren.

I have no idea where the Chicago Tribune got the film, but I am enclosing the original, and another (right, below), taken in Westport, Conn., about the same time.

*They've made a sourpuss out of my son
By fiendishly changing his mien,
Refute, I pray, this heinous one,
Let his cherubic likeness be seen.*

HARRIET M. W. DOWNS
Lakewood, Ohio



JOHN MAY WARREN (TWO POSES)

● Mrs. Downs has cleared up a minor journalistic mystery, for the picture of her son is undoubtedly the same one which the Chicago Tribune published on Oct. 22, 1933 as "a baby picture of Adolf Hitler." John May Warren's baby bonnet had been painted out. When the picture was denounced as a fake by the German consul the Tribune shifted blame to Acme Newspictures. Acme insisted that the original came from Austria via its London office.—ED.

Charros

Sirs:

Congratulations on your excellent feature on Mexico (LIFE, April 11). Its basic fairness overcomes such minor errors as calling *charros* cowboys. *Charros*, my friends, are gentlemen cowboys and a great many blue-blooded Mexicans are going to be grossly insulted.

WALTER E. TAYLOR
Big Timber, Mont.

● Blue-blooded Mexicans known to LIFE do not feel insulted. *Charro* applies to all cowboys, gentlemen or otherwise, who wear the ornate costume of the Mexican man-on-horseback.—ED.

Wrong Oil Field

Sirs:

In regard to the picture on page 58 of the April 11 issue of LIFE, I want to tell you that the statement under it that it is oil fields of Mexico is absolutely false.

That picture was taken two blocks from our home and is of the Signal Hill oil fields and the boy is my 11-year-old son, Charles.

MRS. HARRY LORD
Long Beach, Calif.

● LIFE's carefully-worked-out system, designed to keep 10,000 pictures a week straight, in this case went unaccountably

awry. One picture of the Signal Hill oil field found its way into a set of Mexican oil pictures and, as luck would have it, was the one picture selected for publication.—ED.

Case of Robert Simpson

Sirs:

This is my first day home from the hospital with a new baby, so perhaps my reactions to "The Case of Robert Simpson" in your April 4 issue are not what they would be were I feeling my usual nonchalant self, but at the moment his plight leaves me cold. Let me present "The Case of



ing support the Simpsons and because the Simpsons can't buy furniture as long as they are on Relief. You figure it out—I'm a Republican and considered just a bit odd!

ELINOR B. SHARPE

Toledo, Ohio

Sirs:

Poor dear Mr. Simpson. A tasseled dressing gown, a cigaret, a soft comfortable davenport, a pair of house slippers, and to top it all a rolled roast for dinner. Yum-yum. We have lived on rump, shank and brisket so long that we have actually forgotten whether a rolled roast is cut V-shaped like a pie or sliced through like a loaf of bread.

All Mr. Simpson needed to make him the picture of contentment was a copy of LIFE, so I mailed him ours.

HAZEL KENNEDY NEMETZ
Chinook, Mont.

Sirs:

If he had purchased chuck roast instead of rolled rib roast for his Sunday dinner he would have gotten twice as much meat for his money.

W. C. ZWICHEL

Connersville, Ind.

Sirs:

On page 9 you show the American Tragedy sitting on a sofa, wrapped up in a lounging robe, looking for work. He is smoking a cigaret that costs him enough in a year to buy Shirley (on page 10) a quart of milk a day.

JOHN L. MURPHY

Elko, Nev.

Sirs:

I couldn't help comparing Mr. Robert Simpson to Prince Charming and thought I would much prefer seeing Mr. Simpson in the movies than in the Relief lines.

AVA A. STORIE

Dayton, Wash.

Blameless "Louisville"

Sirs:

In the March 21 issue of LIFE, page 54, the inference that the wash of the Louisville was partly responsible for the capsizing of the launch *Rodney* in the harbor of Sydney, Australia, is entirely unwarranted.

The dangerously top-heavy launch had been a topic of conversation on the Louisville's bridge for some time before the accident, and Captain Mathewson had caused the pilot to steam at five knots in order to avoid endangering her. At that speed a heavy cruiser hardly makes a ripple. LIFE's own photographs bear me out.

CAMPBELL D. EDGAR

Commander, U. S. Navy

Executive Officer

U. S. S. Louisville

Pearl Harbor, Oahu, T. H.

● Commander Edgar is a better authority than the press reports of the tragedy. The officers and men of the Louisville did gallant work in rescuing all but 19 of some 125 Australians who were thrown into the harbor.—ED.

Singular Measles

Sirs:

I note on page 11 of LIFE, April 4, "Measles were in the air...." If this is so then we may correctly say bronchitis are accompanied by cough and syphilis are very prevalent. Also Socrates were a Greek of note and Honduras are in Central America. Will you kindly pass me those molasses?

W. S. ROBERTSON, M.D.
Charleston, W. Va.

● Us is wrong.—ED.



LIFE'S PICTURES

The Southern Railway's *Piedmont Limited* proved more formidable than LIFE's photographer, Alfred Eisenstaedt, who with Horace Bristol took the railroad pictures on pp. 51-60, bargained for. He had planted himself beside the track to get a head-on view but at that breathless moment when the locomotive's hot, head-splitting breath brushed by his very ear, he turned and ran for safety (above).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

COVER—MARGARET BOURKE-WHITE
2—T. H. HENLE from S. E.—DOI. H. RALPH
3—T. H. HENLE from S. E.—DOI. H. RALPH
4—DOI. HENLE from S. E.
5—EDWARD K. THOMPSON
6—GROSS
7—OTTO HAGEM—ACME
8—OTTO HAGEM—INT.
9—J. ROBERT BURN—INT. W. W. A. P.
10—ACME, N. Y. DAILY NEWS
11—INT.—ACME, A. P.
12—W. W. INT. (2)—INT.—A. P.
13—INT.—A. P. W. W.—ACME—DOI. H. W. W.
14—INT.—ACME
15—INT.—N. Y. DAILY NEWS PHOTO—INT. (2)
16—A. P.
17—P. L. A. P. (2)—A. P. P. L.
18—A. P.—ACME, W. W.
19—A. P. W. W.
20—THOMAS GRIFIN—PHOTO BY AL GOLD, CENTRAL
21—ART FRENCH
22—ART FRENCH—SEATTLE TIMES PHOTO BY
23—HACK MILLER
24—ARTHUR GRIFIN—INT. P. L. A. P.
25—ARTHUR GRIFIN—INT. P. L. A. P. and DOI. H.
26—A. P.
27—PETER STACKPOLE
28—EUB.—DRAWINGS BY CHARLES TUDOR—
29—EUB. INTERPHOTO
30—EUB. INT. EUB.—INT. (2), EWING GALL-
31—WAY—EUB., U. S. O.—DOI. H. EWING GALL-
32—LOWAY
33—EUB.—OTTO HAGEM, EUB. (3)—OTTO
34—HAGEM, INT.—DOI. H. EUB.
35—PETER STACKPOLE, A. E. GALLATIN—A. E.
36—GALLATIN—DOUGLAS BOURNE
37—A. E. GALLATIN
38—A. P. P. E. CORP.
39—40—HENLE from S. E. sec. cen. H. (2)
41—MISS DORLAND OF PARKERS LANDING, PA.
42—WM. VANDIVERT
43—EISENSTAEDT—PIX
44—EISENSTAEDT—PIX sec. DOI. H. HORACE BRIS-
45—TOL
46—Drawing by J. P. WITTE—HORACE BRISTOL
47—HORACE BRISTOL
48—EISENSTAEDT—PIX
49—EISENSTAEDT—PIX sec. cen. H. and DOI. H.
50—HORACE BRISTOL
51, 52—EISENSTAEDT sec. I. P. 53 HORACE BRIS-
54—TOL
55—HORACE BRISTOL
56—EISENSTAEDT—PIX
57, 58, 59, 60—PETER STACKPOLE
ABBREVIATIONS: DOI., BOTTOM; GEN., CENTRE;
LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED
PRESS; U. S., BLACK STAR; EUB., EUROPEAN;
INT., INTERNATIONAL; P. L., PICTURES INC.;
U. & U., UNDERWOOD & UNDERWOOD; W. W.,
WIDE WORLD

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LIFE'S COVER: Five years ago sober Americans feared John Nance Garner as a "wild man" from Texas prairies, trusted he would be throttled by his Throttlebottom job. Now he is the acknowledged leader of Congress and the white hope of conservatives. Though President Roosevelt has denied a break between himself and the Vice President, Garner was quoted on "pump-priming" (see pp. 14-15) in an exclusive Boston Globe interview: "This policy . . . is sheer madness and contrary to every idea of the founders of this republic. It's got to stop."

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YOUNG MAN'S FANCY

"In the Spring . . ." What better time to emphasize the "youthfulness" of this modern, slim-shaped Webster cigar—the Golden Wedding?

And what better evidence of its rare fragrance and flavor than the fact that it is widely smoked by men accustomed to imported Cuban cigars costing twice as much? Young men from twenty to eighty will find a spring-like "swing" in the Golden Wedding Webster. At good counters everywhere.

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OTHER SHAPES:

PERFECTO CHICO	10c
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THE BIGGEST TELEPHONE VALUE FOR YOUR MONEY



Nowhere in the world do people get so much for their telephone money as in America. No other people get so much service and such good service at such low cost.

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GENERAL OF THE ARMIES WINS ANOTHER VICTORY

There were no bands, no welcoming committees, no crowd-lined, flag-decked avenues when General John J. Pershing arrived in New York on the morning of April 20. But the erect old soldier of 77 who stepped off a train at Grand Central Station into a flare of photographers' flashbulbs was still a hero to his country. He was coming back this time from a victory as thrilling in its way as the one which lay behind him when, as Commander of the A.E.F., he sailed into New York on Sept. 8, 1919 for a celebration which turned the city inside out for four days.

His tired heart stricken last February, he had lain at Death's door on the Arizona desert for eight weeks. Then, incredibly, he had rallied, fought back to life. Now, visibly shaken but proudly holding himself as a soldier should, he had come to New York for the wedding of his only son Francis — all the family left him by the fire which swept his cottage at the Presidio in 1915, killing his wife and three daughters.

For many an American military hero, life when the wars are over has wound itself out in inglorious disillusionment. But the Missouri farm boy and schoolteacher who rose to command the greatest army America ever had has wisely steered away from the political and financial bogs which trapped such conquerors as Grant and Dewey. Secure in his own glory, the fourth permanent full General in U. S. Army history and the first to hold the title "General of the Armies" has quietly devoted the years of peace to preserving forever the glory of the men who died under him. As founder and head of the American Battle Monuments Commission, he has gone to France every summer for the past 18 years, supervising the building, dedication and care of eleven monuments and eight cemeteries for America's War dead (LIFE, Aug. 30).

Fate dealt Pershing one irreparable blow, and men have dealt him many others. His detractors began to talk in 1906 when, after brilliant work fighting Indians and pacifying Moros in the Philippines, he was jumped by Roosevelt I to a brigadier generalship over the heads of hundreds of his seniors. Tongues wagged again in 1916 when, with Villa in his grasp, he let him go on secret orders from Washington. Hampering jealousy followed him to France, through his stubborn fight to keep the American Army intact and independent. Never sulking, never complaining, "Black Jack" Pershing held fast throughout to his "one big rule for happiness—to have something worthwhile to do and do it with all there is in me." The name and fame of Pershing are secure because, though America hates war, it honors the character and courage of a great Democratic soldier.



GENERAL PERSHING AND HIS PHYSICIAN, DR. ROLAND P. DAVISON, AT TUCSON, ARIZ.



BRIDESMAIDS PRECEDE THE BRIDE TO THE CHANCEL OF ST. THOMAS



THE CEREMONY BEGINS WITH BRIDE AND GROOM STANDING AT FRONT OF CHOIR



Outside the church General Pershing poses for photographers with his physician Dr. Roland Davison

(right) who cared for him during his illness. Note men at left who have removed hats as mark of respect.



Pershing admirers were held in check by squads of police. In near-by store windows clerks craned for a glimpse of the General of the Armies.



THEY ADVANCE TO THE COMMUNION RAIL, WHERE THE CEREMONY IS COMPLETED



TO MENDELSSOHN'S BRISK MARCH, THE BRIDAL PARTY EXITS DOWN THE AISLE

THE GENERAL ATTENDS A WEDDING

His son marries Muriel Bache Richards

On April 22 General Pershing claimed the few brief moments that had been his goal during eight weeks of uncertain struggle with death. Smiling but pale, weak but erect, he donned silk hat, cutaway and striped trousers, entered St. Thomas Church on New York's Fifth Avenue to see his only son Francis Warren Pershing married to Muriel Bache Richards. Seven hundred guests—army officers, diplomats, New York socialites—rose reverently as he crossed in front of the chancel.

It was not this gesture of the invitation-holders that touched the General of the Armies most poignantly, but the obvious affection of some 2,000 unknown watchers—many of them War veterans—who had gathered outside the church to glimpse America's premier soldier in the splendor of another victory. They clapped their hands when he stepped from his limousine. Numbers of the men removed their hats as if the flag were passing by (see opposite page)

By his presence General Pershing made the wedding of his son a notable social event of 1938. He did not, however, entirely overshadow the bride, eldest of three granddaughters of Jules Bache, banker and art patron, daughter of Frederick Lloyd Richards and Mrs. Frederic Beckman. Her face and figure had made her a popular society model of fashions, now appeared to great advantage in ivory satin with long court train (right)

Next day bride and groom left for San Francisco and a trip around the world. On their return in the late summer Francis Warren Pershing will presumably resume his partnership in a New York brokerage house



CONTINUED ON NEXT PAGE

On an Arizona mesa Pershing outfought Death



The Desert Sanatorium, situated on a semi-arid mesa 2,600 feet above sea level, was the scene of General Pershing's

illness and recovery. A non-profit making institution, the sanatorium specializes in respiratory and rheumatic dis-

eases. The General's cottage is indicated by arrow. The Santa Catalina Mountains rise in background to the north.



Convalescing, the General was photographed in his wheel chair, much to nurse's annoyance.



Leaving Tucson for the wedding of his son, General Pershing was escorted at his station by townspeople and serenaded by an American Legion drum and pipe corps.



Arriving in New York General Pershing stood straight-backed, sober, may be a little stuffy.

From Wheel Chair to Waldorf-Astoria

For eight doubtful weeks in February, March and April, military men the world over watched the battle being fought by General Pershing against the twin enemies of uremia and a failing heart. On Feb. 5 he suffered a slight heart attack, dismissed it as rheumatism. Ten days later another one forced him to bed. On Feb. 22 he entered the Desert Sanatorium, which stands among dry tobacco fields four miles east of Tucson, Ariz. Here he hovered between life and death, day after day, while newshawks kept a deathwatch at his door. Then the tide changed and slow recovery began. On April 17 the General left Tucson for New York, arrived there two days before his son's wedding. This summer, if he continues to gain, he hopes to make his annual trip to France.



The General's flag—four white stars on a red field—hung over the entrance of New York's Waldorf-Astoria Hotel on the day of his arrival.



Pershing in wood was noted among carvings in St. Thomas Church by sharp-eyed guests.

FEAR AND FACTION STIR U. S. LABOR

AUTO PLANTS SHUT UNTIL PICKETS QUIT. . . . TRUCK STRIKE CUTS ROCHESTER'S FOOD. . . . 20 HURT IN FIST FIGHT OVER COAST SHIPPING. . . . STRIKE SLOWS FORD PLANT. . . . STRIKE LEADER TELLS OF BEATING IN MISSISSIPPI. . . . 12 PLANTS CLOSED IN DETROIT STRIKES

Strange are these headlines of the week of April 18-23. For by classic theory, Labor strikes and strife occur almost wholly in time of prosperity, when workers are confident of their jobs. In time of depression, according to this theory, Labor lies low.

American workers have had good reasons for confounding the theorists in recent weeks. Last year Labor made the greatest gains in its history, enrolling tens of thousands of workers in great new unions. Now, in the face of depression layoffs and wage cuts, Labor leaders are struggling desperately to keep their raw, fearful armies together, hold their contract gains and otherwise make good their promises. This was what closed two General Motors plants in Flint, eight Bohn Aluminum plants in Detroit. Other prime reason for Labor strife is that rivalry for jobs has intensified the civil war of A. F. of L. vs. C. I. O.



In Flint, Mich., General Motors closed two plants April 18-20 when C.I.O.'s United Automobile Workers forcibly kept employees who had not paid union dues from going to work.



In San Francisco 20 men were hurt in a free-for-all April 18 when International Longshoremen, wanting to work, rushed a ship being picketed by the Sailors' Union of the Pacific.



Leader Lundberg of the independent Sailors' Union exhorts his followers to stand fast against C.I.O. Longshoremen led by his longstanding bitter Coast rival, Harry Bridges.



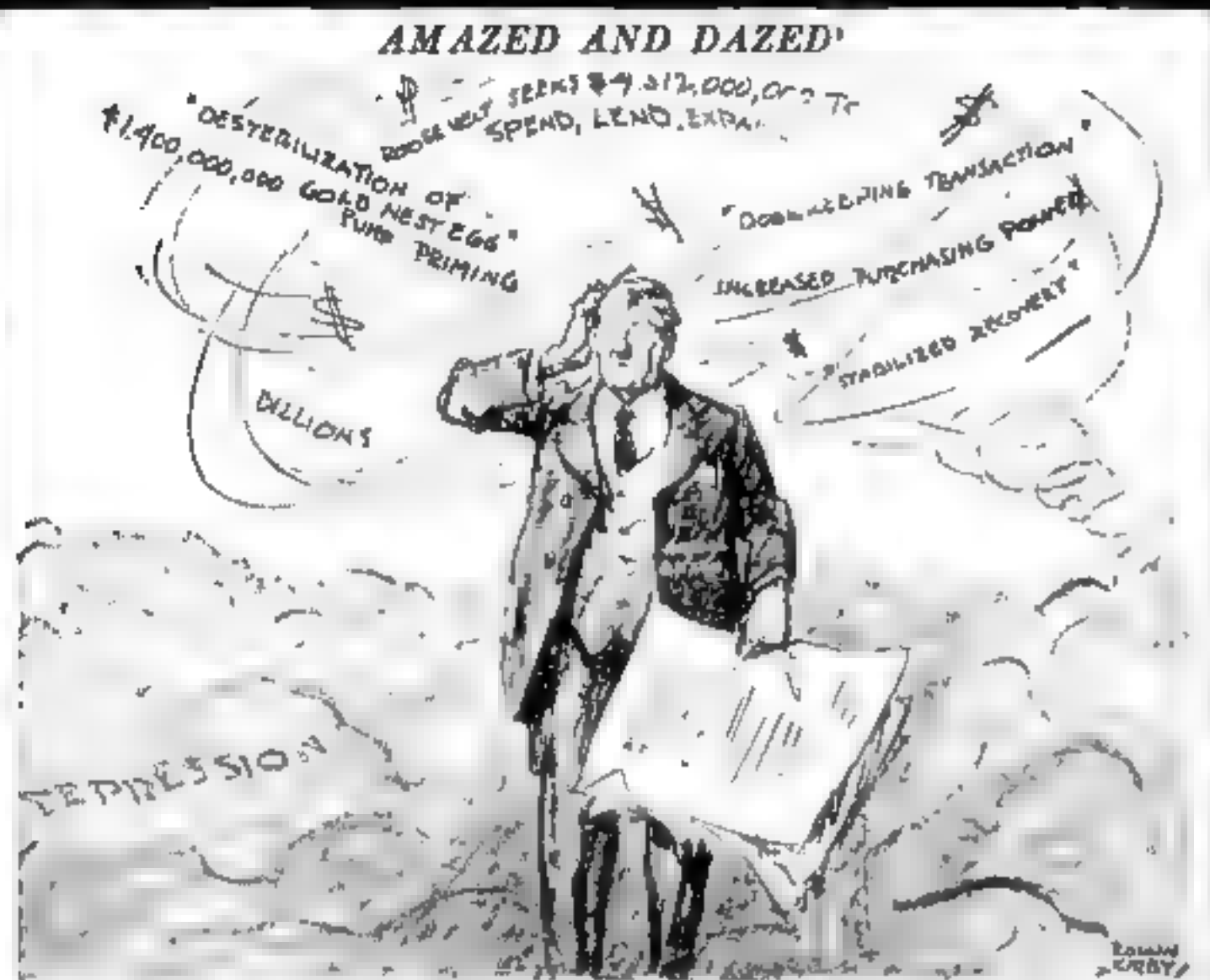
In New Orleans a factional fight between A.F. of L. metal workers and C.I.O. Marine and Shipyard Workers closed the Todd-Johnson drydock plant April 21, bloodied many heads.

"PUMP-PRIMING" STUMPS FRIENDLY CARTOONISTS WHILE FOES HAVE FUN

Any vast Government fiscal program is easier to attack than to explain. There is nothing either exciting or funny about the sight of a flowing pump. New Deal cartoonists, bewildered as any "average citizen" by the awful complexities of President Roosevelt's \$3,000,000,000 plan to make the pump of American business start flowing, have been uniformly stumped for any other way to visualize what the President proposes to do and hopes to accomplish. That is a major reason why, in this selection of the best car-

toons about the President's pump-priming program, most of them oppose it. Another, of course, is that most American newspapers (65% to 85%) are against the New Deal.

Opposition cartoonists have had a field day using the pump symbol to drive home their arguments that pump-priming: 1) will be used to buy the November elections; 2) has been tried before and failed. New Deal supporters have been reduced to such devices as that on opposite page, lower left.



Rollin Kirby in the New York World-Telegram ©



Thomas in the Detroit News ©



Brown in the New York Herald Tribune ©



Tallant in the New York World-Telegram ©

AFTER ALL THAT PRIMING



Fitzpatrick in the St. Louis Post-Dispatch ©

"MORE—MORE!"



Hutton in the Philadelphia Inquirer ©

ON THE MARCH AGAIN



Jerry Doyle in the Philadelphia Record ©

A LITTLE HOME COUNSEL



Sparling in the Washington Herald ©



William Stewart, Harlem rink owner, married Sylvia Lazarus, white and wealthy, on April 10. April 19 her family abducted her, put her in a sanitarium.



Mrs. Lillian Coogan Bernstein told a Los Angeles Court April 18 why her son Jackie Coogan ought not to share in the millions he earned as a child. Sawd she weeping. "Jackie was a bad boy."



Clyde Cook, film comedian, exchanged blows with his wife's lawyer in divorce proceedings April 18. A free-for-all developed which involved lawyers, litigants and spectators.



Six young men, the oldest 19, the youngest 17, stalked boldly into a Brooklyn drugstore on April 18, held up the clerk at pistol-point, stole \$200. Their bravado van-

ished when they encountered a policeman outside in the street. When he fired four warning shots in the air they stopped, meekly surrendered. In the police station they

hung their heads sheepishly, fidgeted. Robert Green, 19, at far right, blew smoke rings at the floor. In court they pleaded not guilty, were held without bail for trial.



"Mademoiselle Ottley" was the stage name of Mrs. Caroline LeGrave 80 years ago when she titillated Broadway with her interpretation of the scandalous can-can. At 81 she visited New York's International Casino, waved a sturdy leg between two youthful can-canners.



Tea coffins, containing members of the Conner family of Whitestone, Ga., were lowered into a single grave at a mass funeral April 17. Mountain floods had shattered their home on April 7, claimed 13 lives. Another member of the Conner family has not yet been found.



Harry Richman and Mrs. Hazel Forbes Richmond were married at Miami Beach on April 10 in an outdoor ceremony distinguished by coconut palms and 17 best men. Bride-



groom Richman, singer-comedian, recently flew across the Atlantic and back with Pilot Dick Merrill. The bride, a former *Follies* girl, inherited a fortune from her second husband, Paul Owen



Richmond, who died in 1932. For the portrait at left the Richmans looked starry-eyed; during the ceremony (centre), grim; afterwards (right), optimistic.



Thais Giroux, a blonde feather-and-bubble dancer, who had come to New York ten years ago from Butte, Mont., declared "I'm tired of it all" on the night of April 18, leaped nude from the fifth-floor window of her Manhattan hotel. She received last rites in the street, died in a hospital a few hours later.



D.A.R. to F.D.R. Adoringly received by President General Mrs. William Becker and convening Daughters of the American Revolution April 21, President Roosevelt said: 1) it takes him ten hours to prepare a half-hour speech; 2) all 64 of his fifth-generation ancestors were in America in 1776, only one was a Tory.



"Miss Marie Kelly," wrote Miss Marie Kelly (above) to the New York *Daily Mirror* on April 19, "who was formerly with Billy Rose's Casa Manana in New York is sailing for Europe to be in George Hale show at Grosvenor House in London. Miss Kelly is formally from Texas." In Fort Worth, continued Miss Kelly, Miss Kelly started her dancing career with Billy Rose, then married a newspaperman. "Well, it lasted swell till Billy Rose arrived again. . . . And to think now I am going to Europe with George Hale show is almost unbelievable. But Ah! I guess that is the life of a dancer—travel and see the world and a lot of glamour with it." Miss Kelly confided to reporters as she sailed: "What I want to do over there is to book myself a millionaire husband."



MEMBERS OF THE ANTI-NAZI GERMAN-AMERICAN WORKER'S CLUB AND YOUNG PATRIOTS LEAGUE PICKETED THE NAZI MEETING, TOOK A HAND IN THE FIGHTING WHICH FOLLOWED

A NAZI IN STORM TROOPER UNIFORM RIGHT SLUGS A VETERAN TUSSLING WITH ANOTHER NAZI AS HE TRIES TO ESCAPE DOWN THE STEPS OF THE YORKVILLE CASINO





Blood streamed down the face of many a veteran after the riot, but none of them was so badly hurt as Cecil Schubert of Brooklyn. Above you see him as, surrounded by friends,



he waited for an ambulance outside the Casino. Hospitalized, he was found to have a severe concussion of the brain, lay for two days between life and death. Reported



the New York Times of the riot: "Observers noted gray-shirted arms rising and falling, wielding blackjacks." The Storm Troopers also swung their heavy-buckled belts.

U. S. VETERANS LOSE BATTLE WITH GERMANS IN MANHATTAN

Sixty New York Veterans of the World War went looking for trouble on the evening of April 20. As you may see on these pages, they found it. In Yorkville Casino, in the heart of Manhattan's upper East-Side German district, more than 2,000 swastika-wearing, Hitler-worshipping members of the German-American Bund ("American Nazis") were assembled to celebrate Der Fuhrer's 49th birthday and his grab of Austria. The Veterans, predominantly Jewish, were scattered in twos and threes through the audience. In the midst of the speechmaking, an outburst from one of their number brought them to their feet, clapping American Legion caps on their heads. Outnumbered 35-to-1 in the ensuing riot, they took a terrible beating.

Though the Veterans had asked for the beating, and were denounced by the American Legion State Commander, there could be no question of where popular sympathy lay. For blatant bad taste, noisomely offensive to the great mass of Americans, it would be hard to beat the swastika-waving and propagandizing of the "American Nazis." The real danger to American democracy of this fringe of German-Americans, however, is not what they do, but what may be done to them. After the riot, cries for suppression of the Nazis were understandably redoubled. But suppression of unpopular minorities is the denial of democracy, the entering wedge of tyranny. Americans who detest Adolf Hitler's methods will not wish to pay him the compliment of imitation.



A COMRADE NURSES THREE BATTERED VETERANS AFTER POLICE STOP THE RIOT

The fight was started by Jean Matthias of Brooklyn, shown above (at right on steps) after the riot and below (left) as he appeared in court to testify against one of the Nazis.

A onetime Marine, decorated for valor at Belleau Wood, he interrupted a Nazi speaker with a shout of protest. Arrested for carrying concealed weapons—a knife in the scabbard of his Storm Trooper uniform—was Nazi Otto Gessler, 17 (centre). At right he shakes hands with the Jewish lawyer who volunteered to defend him, won acquittal.





Plebiscite ship

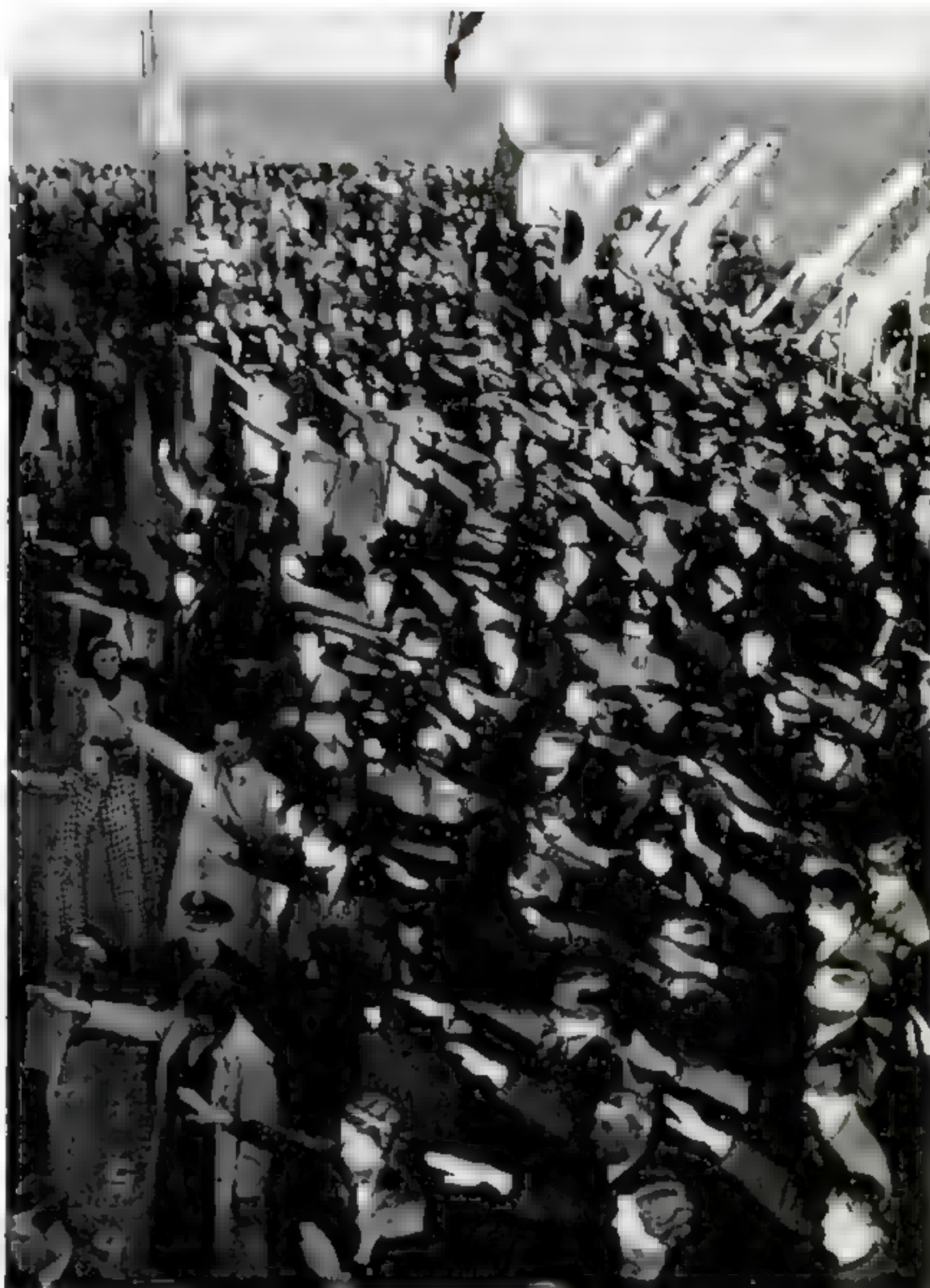
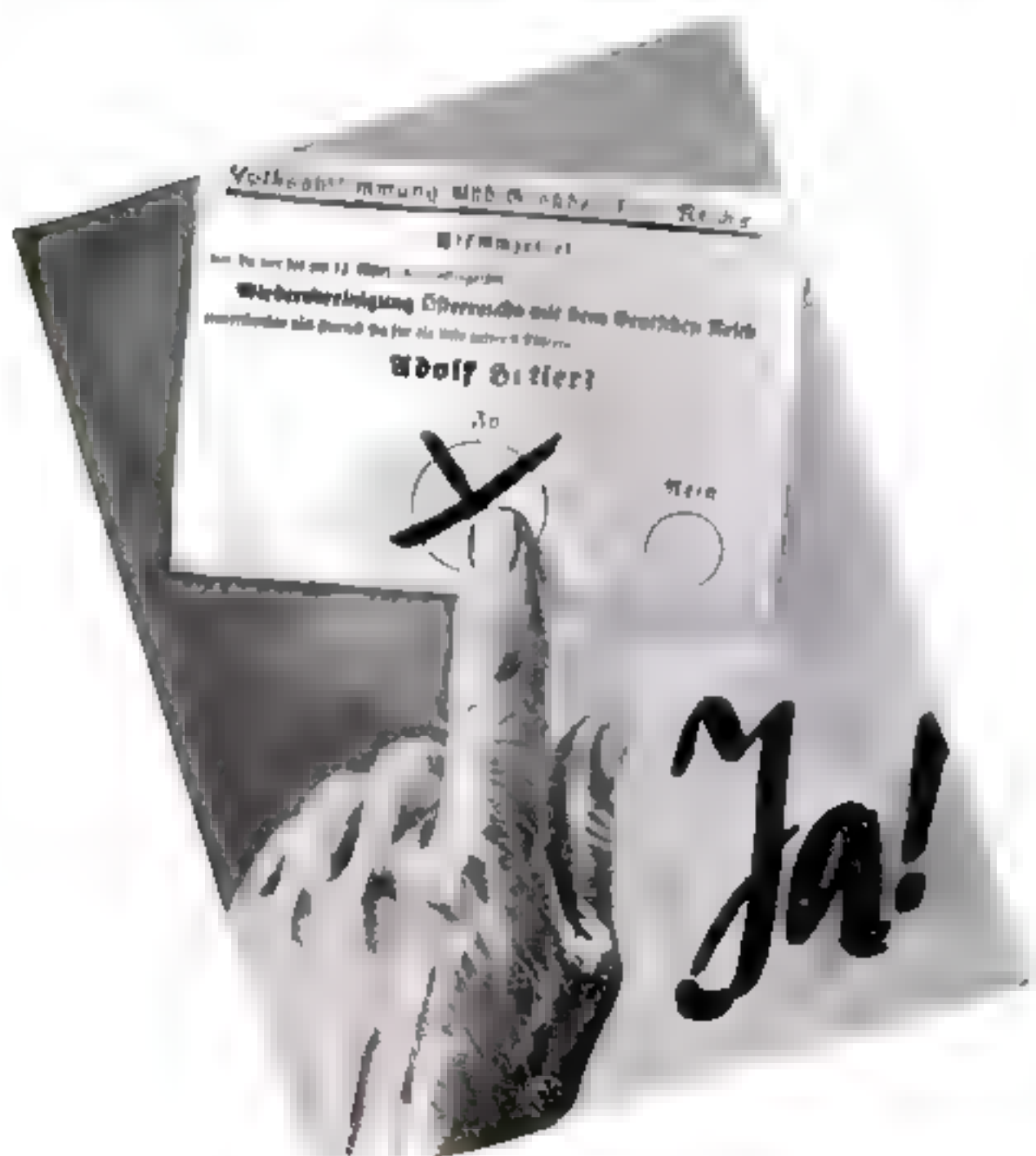
GERMANS FROM ENGLAND—"JA" ON A SPECIAL TRIP OUT TO SEA

On April 10, some 2,000 Germans and Austrians living in England were taken by the Nazis 50 miles to sea and permitted to vote in the German plebiscite on Hitler's annexation of Austria. The ship was the new 24,000-ton *Wilhelm Gustloff* (opposite page), named for an assassinated Swiss Nazi. Of England's 34,000 Germans and Austrians, mostly house servants, the first 2,000 non-Jewish applicants were accepted. They turned in a 99.4% *Ja* as compared with Greater Germany's 99.08% *Ja* the same day.

These amazing percentages, largely honest despite proved examples of false returns, show the real effectiveness of Nazi demagoguery. Many a sociologist believes that since it gulls the argumentative Germans, it may gull anybody. Its secret is to deal with the people not as individuals but as crowds. The message to the crowd is a series of simple, basic, memorable words — nation, people, blood, family, comrade, friend, home, soil, bread, work, strength, hope, life, fight, victory, birth, death, honor, beauty. The Party is set up as having a monopoly on giving the people these virtues and good things. To a people whose immediate past has been hard, muddled and apparently irremediable, simple emotional words have an immense, reverberating authority. But most of all the little man who is lost and friendless in a complex, lonely modern society is treated as important, if only in the mass.



Vigorous blondes, mostly servants, predominated on the M. S. *Wilhelm Gustloff*. Above are two who evidently voted *Ja* to Hitler's annexation of Austria. Said a ship's announcer: "Ignore the little circle with the 'Nein'."



Results of vote called for a salute and a *Hail* from the crowd massed on the sun deck. The results were

1,008 *Ja*; 10 *Nein*. Voting was really secret; counting was honest. Eighteen trippers did not vote.



Ballots were counted on shipboard by the ship's officers and a special commission from Hamburg, Eng-

lish newspapermen were permitted to watch the counting. Officials called the ten *Neins* a joke.



In Washington, 10,000 early rising worshipers thronged the great amphitheatre at Arlington National Cemetery

to attend the eighth annual Easter sunrise service of the Knights Templar, sworn to in the centres and follow-

ing the rites. Mrs. Franklin D. Roosevelt placed a cross of flowers on the tomb of the Unknown Soldier situated nearby.



In Chicago, 1,500 Knights Templar paraded up Michigan Avenue. Seven hundred commandery officers, color bearers, and knights formed this cross, with embellishing formations significant to the order.



In New York, Catholics poured from St. Patrick's Cathedral after Mass to join crowd from nearby Protestant churches in Fifth Avenue's annual Easter parade.



In Hollywood, 25,000 persons walked and motored through a blue-gray dawn to attend sunrise services in the Holy-

wood Bowl. Trumpeters sounded *Gloria Patri* from the slope above. The Los Angeles Federal Symphony Orchestra

played. Most stirring moment came when 300 choristers doffed black robes, stood forth as a "singing cross" in white,

"AND VERY EARLY IN THE MORNING THE FIRST DAY OF THE WEEK"

The nation greets Easter Day at outdoor sunrise services

On at least one Sunday in each year America wears the aspect of the Christian nation it is supposed to be. The impulsion to attend church is strong in millions of U. S. citizens. At no time is it stronger than on the morning of Easter Day when the warm airs of spring, sanctuaries bright with flowers, and the high significance of the Resurrection stir in many a worshiper emotions that may be dormant the other 51 Sundays of the year.

On April 17 this nation celebrated the risen Christ in services, indoors and outdoors, at sunrise and at noon, and heard again the story of Mary Magdalene and Mary the mother of James. "And very early in the morning the first day of the week, they came unto the sepulchre at the rising of the sun." And very early in the morning, 19 centuries afterward, the rising Easter sun gilded the bowed heads of Christians, brought with it the incomparably assuring promise "And lo, I am with you always, even unto the end of the world." Of the many sunrise services from ocean to ocean a few are shown herewith.



In Glendale, Calif., 20,000 worshipers gathered beneath the Tower of Legends in Forest Lawn Memorial Park. From

the tower, Doves of Peace swooped suddenly, circled overhead while choristers sang. Actor William Farnum recited

(continued)

In the mountains and by the sea a devout nation hails the Easter morn



In the Garden of Gods, west of Colorado Springs, Colo., 20,000 persons stood in shadow, watched the rays of the

rising sun climb gradually up the red sandstone of the North Gateway rocks. A sound truck amplified hymns sung

by an *a capella* choir. After the services, lofty emotions vanished in the annoyance of an inextricable traffic snarl.



In Atlantic City, N. J., the Easter dawn broke across the horizon of the Atlantic, tinged the heads of 7,000 vaca-

tionists seated at the extreme end of Steel Pier, half a mile out over the sea. Later in the day the city's famed board-

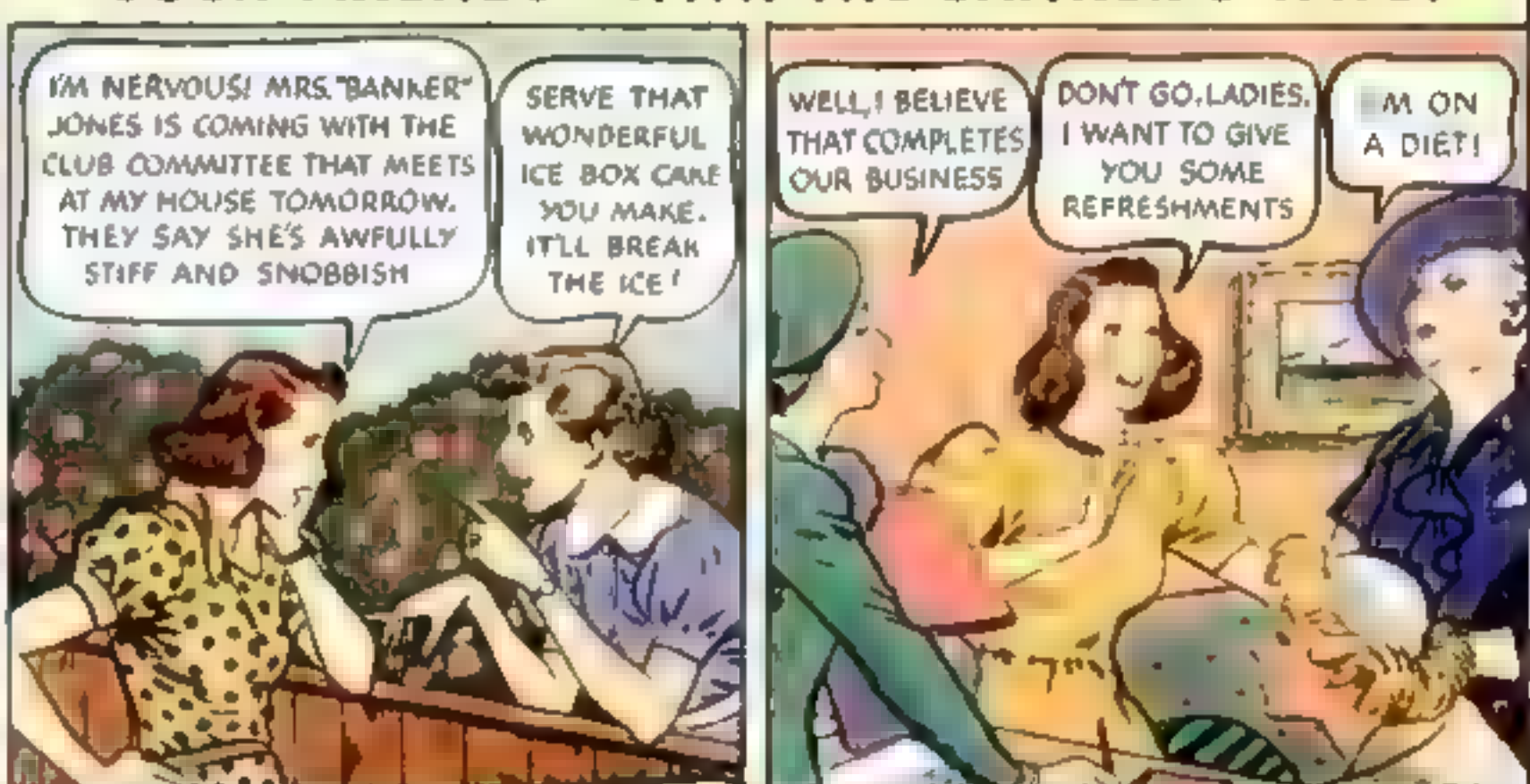
walk was pack-jammed with 400,000 visitors parading Easter clothes, undismayed by chilly breezes from the ocean.

Social Hit!

ICE BOX CAKE RICH AND LUSCIOUS WITH BAKER'S CHOCOLATE!



HOW "THAT LITTLE MRS. BUNDY" GOT TO BE "SUCH FRIENDS" WITH THE BANKER'S WIFE!



ICE BOX CAKE!

Luscious with BAKER'S Chocolate

4 squares Baker's Unsweetened Chocolate
1/2 cup sugar
1/2 cup salt
1/2 cup water
1 tablespoon cold water

Melt chocolate in top of double boiler. Add sugar, salt, and hot water, stirring until sugar is dissolved. Remove from heat. Add cold water to gelatin and mix. Add to hot chocolate mixture. Blend thoroughly. Line bottom and sides of mold with waxed paper. Arrange lady fingers on bottom and sides of mold and fill with chocolate mixture. Cut off lady fingers around sides of mold and arrange on top of chocolate mixture. Chill 12 to 24 hours in refrigerator. If desired, add 1/2 cup heavy cream to chocolate mixture before turning into mold. Serves 12.

THE WINNER!

BAKER'S COCOA HAS THE RICHEST, MOST DELICIOUS FLAVOR!

Baker's Cocoa was the favorite recently when hundreds of women judged cocoa in a "blind" test. In Hot Cocoa, Cold Milk Shake and every recipe calling for cocoa, the big majority of these women found that Baker's Cocoa gave "finer flavor and color." Baker's Cocoa is richer for generations it has been "America's finest cocoa."

Copyright General Foods Corp. 1933

NEW, DIFFERENT CHOCOLATE CAKE AND DESSERT RECIPES!

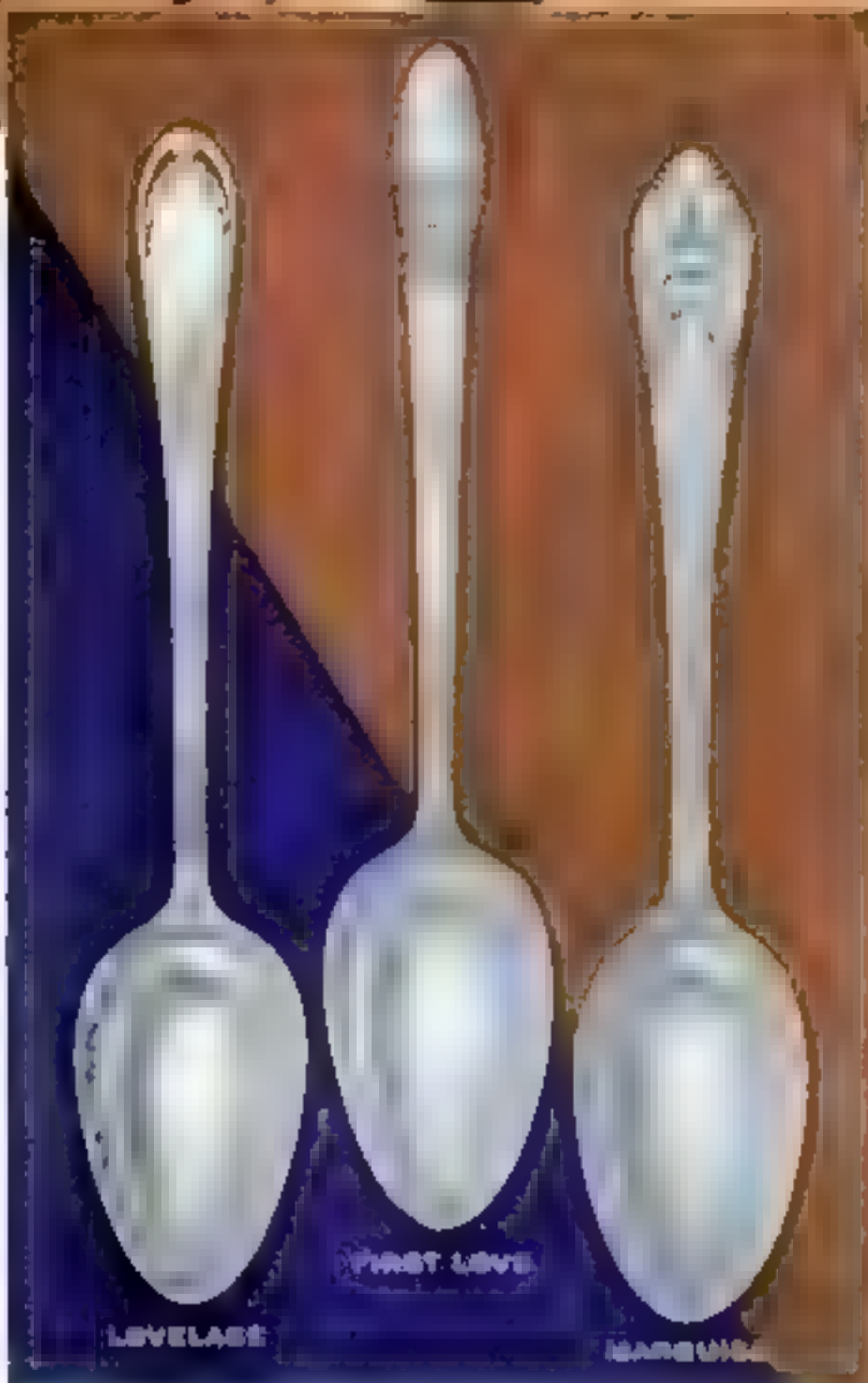
Free! 100 Recipes for Chocolate Cake! Chocolate Cream Pie! A new kind of Devil's Food! These are even other delicious cake puddings and beverage recipes (illustrated in full color) for just mail this coupon today!

GENERAL FOODS CO. 111 BEEKMAN STREET, NEW YORK 17, N.Y.

Your name _____ Street _____

City _____ State _____

Rosalind Russell explains why it's lucky to marry this spring



Such patterns—until now—have been possible only in sterling! Yes, 1847 Rogers Bros. broke all precedents when "Lovelace" appeared with its orange blossoms and piercing, for such a pierced pattern until then had meant sterling. Again, in "First Love," tradition was upset, for heretofore only sterling has had so gloriously a motif. Choose from these and six other 1847 Rogers Bros. patterns, including the rich "Marquise," when you get your Bridal Chest.

ROSALIND RUSSELL, once MGM's most charming word player, says:

"It was such a joy to be a part of it, with that beautiful 'piece of silver' in your hand. Briefly, you may say 'Spring' and 'Love'—the best of both worlds. I have been a great admirer of the Bridal Chest of 1847 Rogers Bros. for quite

long now, why not?

I am sure you will like the pattern of 10... and the pieces are so good. As far as the patterns go, you can't find the lovely one I had the privilege of using in 'First Love'.

Congratulations! This Spring, indeed, you are so lucky!



Part of the scheme of gracious living in the days of our ancestors was a silver service bearing the year-mark 1847. For then, as now, that meant... 1847 Rogers Bros. silverplate—lifetime silverplate of true beauty and distinction—the best that money can buy. Is it any wonder that brides descended from the old families in America want none other for their tables? They know 1847 Rogers Bros. patterns are enduring in their beauty.



You must hurry if you want to get this gorgeous Bridal Chest of 50 pieces for the price of 40! For the offer is for a limited time only. Every piece is 1847 Rogers Bros. silverplate, bearing the famous year-mark 1847, to prove it. And the price is out \$40.75 complete. Yes, it's as though the beautiful Bridal Chest and the ten pieces you see in its top were a gift to you. Easy terms will be arranged by your dealer. Smaller sets as low as \$32.50.

1847 Rogers Bros.

INTERNATIONAL SILVER COMPANY • MERIDEN, CONN.



AL ULBRICKSON'S CREW MAKE INDUSTRIOUS PRACTICE

University of Washington oarsmen beat California in three races

"I am a very happy man tonight," said Al Ulbrickson on April 16. Mr. Ulbrickson, a reticent man, is rowing coach at the University of Washington. The reason for his happiness was sound but, for him, almost commonplace. On rain-dappled Lake Washington (in Seattle) that afternoon, his crews made a clean sweep of their three races against highly-touted crews from the University of California. But such Washington sweeps have happened often before, most notably at the 1936 and 1937 Poughkeepsie regattas. For the varsity, already installed as this year's Poughkeepsie favorite, the victory over California was its 19th straight major triumph.

Al Ulbrickson (shown at top, far right) is the world's most successful college crew coach. The group of oarsmen he is addressing (the Washington squad) is probably the best group of U. S. college rowers. And the University of Washington is the world's undisputed rowing centre. Ulbrickson's crew won the 1936 Olympics. His style—moderate reach, quick catch, short layback—is the most widely copied style of modern times. Washington's influence goes even beyond Ulbrickson. Present crew coaches at Yale, Harvard, Princeton, Cornell, Pennsylvania, California are every one of them Washington alumni.

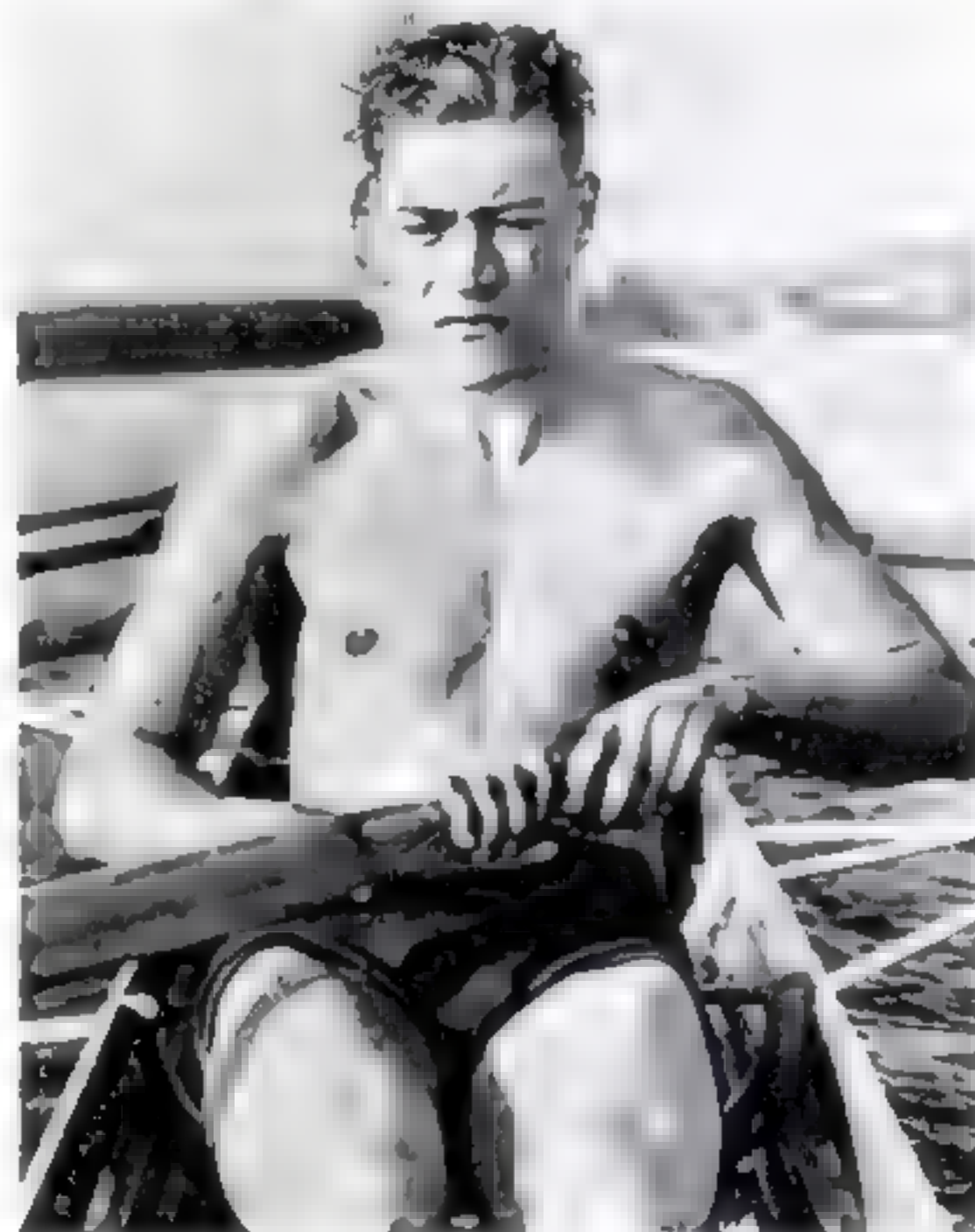


The Washington victory against the California varsity looked easy. Rowing a lower beat than their rivals, the

Huskies took an early lead, increased it to 2½ lengths at the finish (above) and broke the three-mile course record.

DON HUME IS BEST OARSMAN IN THE U. S.

In the three years that Don Hume (*below*) has stroked Washington varsity crews, he has never lost a major race, a record which has made this huaky youth from Olympia, Wash. the most celebrated oarsman of his time. He is one of three survivors in the present crew of the eight which won the Olympics in 1936, won at Poughkeepsie last year and the year before.



AL ULBRICKSON IS THE BEST ROWING COACH

Al Ulbrickson (*below*) was himself a great stroke. In 1924 and 1928 he pulled Washington to victory at Poughkeepsie. Head coach at his alma mater since 1927, he has seen his crews finish worse than third at Poughkeepsie only once. That year (1930) the Washington boat sank. Ulbrickson never scolds his men, never permits them to swear during practice.



A NEW SHAVE CREAM FOR

THE 1 Man in 7

WHO SHAVES EVERY DAY...

**Forms protection between razor
and face... keeps blade from
scraping or irritating skin**

IMPORTANT business and social contacts now demand that most men shave at least once every day. Yet daily shaving makes many a man's skin raw and irritated unless it's protected against razor scrape.

To meet the "shave-a-day" man's problem, Williams has built an entirely new-type shave cream. It's called Glider. You spread on Glider quickly and easily with the fingers—never a brush. *It's not sticky or greasy*, and it won't clog your razor.

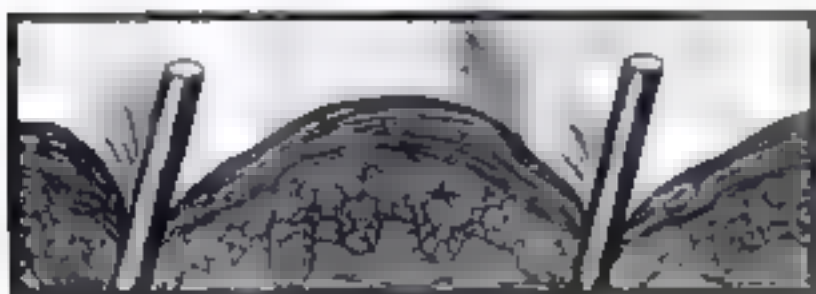
Glider forms a thin protective layer on your face. Over this rich, heavy cream your razor slides—swiftly and easily—*without scraping*.

Here's how you can try Glider FREE! Just send us your name and address, and we'll mail you a generous tube of Glider absolutely free. On this one trial, we rest our case. We think you'll agree with thousands of others that Glider "No-Brush" Shave is the finest shave cream you've ever used.

Write today: The J. B. Williams Co., Dept. LG-1, Glastonbury, Conn., U.S.A., makers of Aqua Velva and Glider, who have been making fine shaving preparations for nearly 100 years.

BETTER THAN 10,000 WORDS

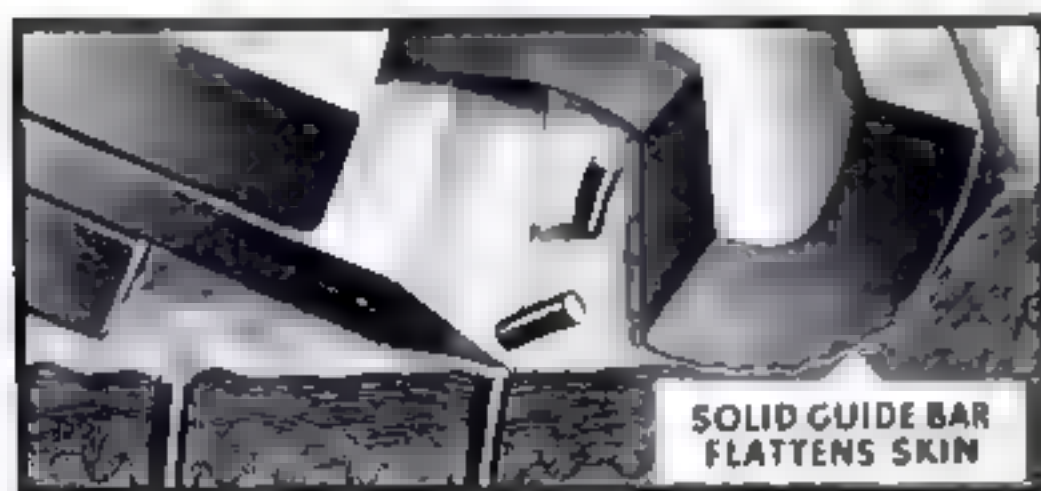
This picture tells, better than 10,000 words, why Schick abandoned its common "tooth" type blade guard. For a good shave, the naturally bumpy* skin must be stretched and flattened—not given an additional set of ridges and valleys.



*Whiskers grow in tiny pits (as pictured above). The bumpy, uneven skin surface must be stretched and flattened if the razor blade is to cut the hair closely at the skin line without nicking the high spots or ridges.

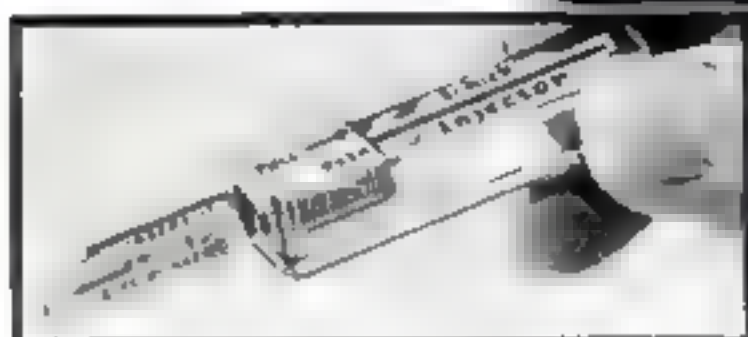


WRONG: Examine closely this picture of the "tooth" guard once used on the famous \$5.00 Magazine Razor. It was abandoned because it did not properly and sufficiently flatten and stretch the skin ahead of the blade. And, its "teeth" had a tendency to make additional furrows in the skin surface.



RIGHT: Above is shown the solid, flat guard of the Schick Injector Razor (now used also on the Magazine Razor). Note how it "irons out" the skin, giving an absolutely smooth skin surface ahead of the blade edge. Whiskers are forced up from their pits and held firmly upright so that the blade can whisk them off neatly, without "pulling" or damage to the skin. Five years of study by a great Industrial Research Institute† developed this scientifically correct blade guard.

†It is against the policy of this famed research organization to permit its name to be quoted in advertising. The five-year shaving study, however, has been widely publicized in leading medical and scientific journals as well as featured in magazine and newspaper articles. The names and dates of some of these journals and magazines will gladly be furnished upon request.



Schick Injector Blades are protected in a bath of oil in this metal cartridge. Blade edges are actually suspended in space; no paper wrapping which might rub and dull them.



Schick Injector Blades are double-thick . . . able to take and hold sharper edge. Each blade is individually ground, honed, stropped, inspected. More shaves per blade.



One-second blade change . . . a pull and push of the "trigger" . . . out shoots the old blade, in goes a new one . . . nothing to unwrap, fumble, take apart or re-assemble.



Save minutes every day . . . no need to wipe and dry the Schick Injector Razor after every shave . . . a flush under the faucet, and it's clean. Blade is not removed.



The De Luxe Model Schick Injector Razor, with 20-blade cartridge packed in a durable black water-proof case, sells for \$2 (\$3 in Canada) at all good drug stores, Magazine Repeating Razor Co., Bridgeport, Connecticut.

\$2.00
with 20 blades
\$3.00 in Canada



THE VICTOR WEARS HIS LAUREL WREATH



1 At noon 180 runners left Hopkinton. Experienced marathoners let others set the pace.

Only identifiable person in this pack to make a showing was No. 10, Leo Guard, who finished 15th.



2 A couple of miles from the start, Johnny Kelley (No. 2) and Lesbe Pawson (No. 3), running well behind the leaders, got water from a following auto.



3 At Wellesley, the girls of Wellesley College turned out with tin horns and ice-cream lollipops to cheer. By this time Kelley, who was the girls' favorite, and Pawson were leading the pack.



6 In the Newton hills, Kelley was overtaken with a fit of vomiting and Pawson went out in front alone.



7 The natives of Newtonville lined up to cheer Pawson on as his low, shuffling but efficient stride kept him quarter of a mile ahead of Kelley.



8 Strain showed clearly in Pawson's face as he plodded through Newton Center

A PARKMAN FROM PAWTUCKET WINS BOSTON MARATHON

26-mile run proves too tough for most entrants

April 19 in Boston was hot and muggy, the kind of weather marathon runners dislike. At noon in Hopkinton, Mass., outside Boston, 180 of them started out on a 26-mile, 385-yard race to the centre of Boston. They were all ambitious entrants in the Boston Marathon, oldest and toughest U. S. marathon, which has been run every April 19 (but one) since 1897. Three and a half hours later, the last runner shuffled across the finish line at Exeter Street. Two out of every three who had started the race had dropped out. The winner was Leslie Pawson, a Pawtucket, R. I., park foreman, holder of the course record, who had won the event in 1933. He is the fourth man to repeat a Boston Marathon victory.

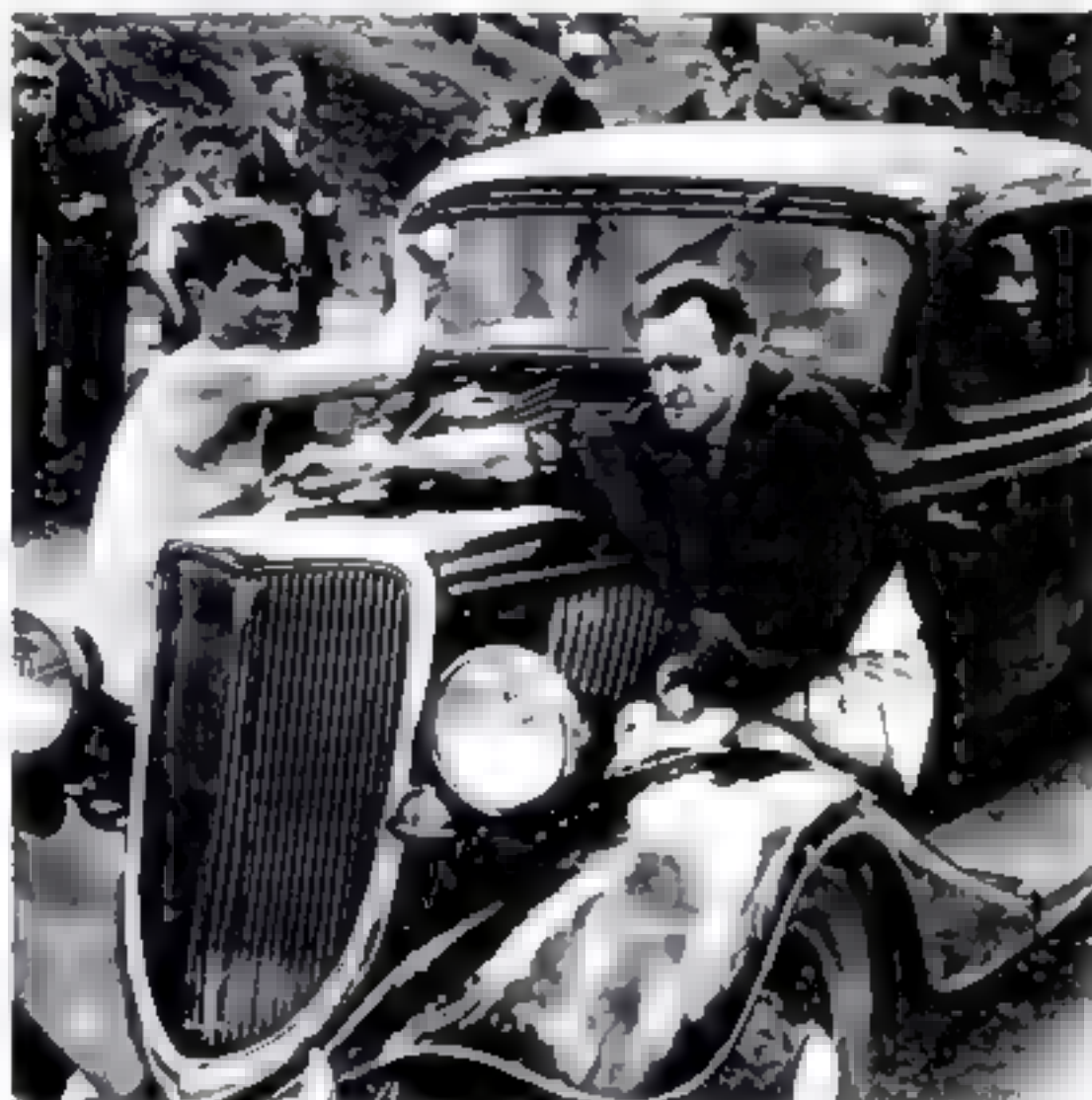
Leslie Pawson is 33, an age which is old for many athletes but prime for marathoners. Like most top-notch runners of this type of race, he has been training for years, has acquired tough calves, tough lungs and, especially, tough feet. He uses the typical marathon gait, a low shuffle, coming down hard on his heels. Running a shrewd, well-paced race, he finished fifth of a mile ahead of the second-place man, Pat Dengis of Baltimore, and quarter of a mile ahead of Johnny Kelley, who was third. In seventh place was America's most famous marathoner, 50-year-old Clarence DeMar, who has won the Boston seven times.



The strain of the race was too much for Duncan McCallum (above) who collapsed near the finish line. But the strain did not beat 85-year-old Peter Foley (below) who ran first time in the 1904 Marathon, has insisted on running ever since. Barred because of his age, he started out this year two hours before the entrants, finished the course five minutes before the winner.



4 Through Wellesley together; a hamburger made Pawson ill and Kelley drew ahead.



5 The oppressive, unseasonal heat took early toll of the runners. Many, like this exhausted pair, hitch-hiked to the finish line.



9 Pawson crossed the line in 2 hr., 35 min., 34½ sec., 4½ minutes more than his 1933 record.



10 His head crowned with a laurel, Pawson dropped wearily to a dressing table, had his hot feet cooled with alcohol.





IN HIS CALIFORNIA HOME, AUTHOR JOHN STEINBECK TAKES A REST FROM INTENSE WORK ON A NEW NOVEL

A NOVELIST WINS THE CRITICS' PRIZE FOR BEST PLAY OF THE YEAR



Intense climax in *Of Mice and Men* is the murder of the ranch flit (Claire Luce) by big witless Lennie (Broderick Crawford) who strokes her hair, is terrified when she screams.

"Of Mice and Men" gets plaque

The pictures at left and right appeared in *LIFE*, Dec. 13. They recorded the appearance of a startling new Broadway hit, described by critics as a masterpiece. All through the winter and spring John Steinbeck's *Of Mice and Men* continued to draw audiences by its tender story of affection between two California migrants, its brutal last act murder.

Now it has received new honors. On April 18, the New York Drama Critics Circle, composed of newspaper and magazine reviewers dissatisfied with Pulitzer Prize awards, voted it the best U. S. play of the season. To Author Steinbeck goes a silver plaque for his "direct force and perception in handling a theme genuinely rooted in American life," his "refusal to make this study of tragical loneliness and frustration either cheap or sensational."

John Ernst Steinbeck, born in Salinas, Calif., in 1902, is now well used to honors. His novel *Tortilla Flat* (1935) won him 100,000 readers and is still a good seller. His novel *Of Mice and Men* (1937) was called a masterpiece, sold 300,000 copies. His first play, his own dramatization of this book, was turned over to famed Playwright George S. Kaufman for staging, has never been seen by its author.



Tragic end of Steinbeck's play is the death of Lennie, mercifully shot on the riverbank by his heartbroken companion George (Wallace Ford) to save him from lynching by a posse.

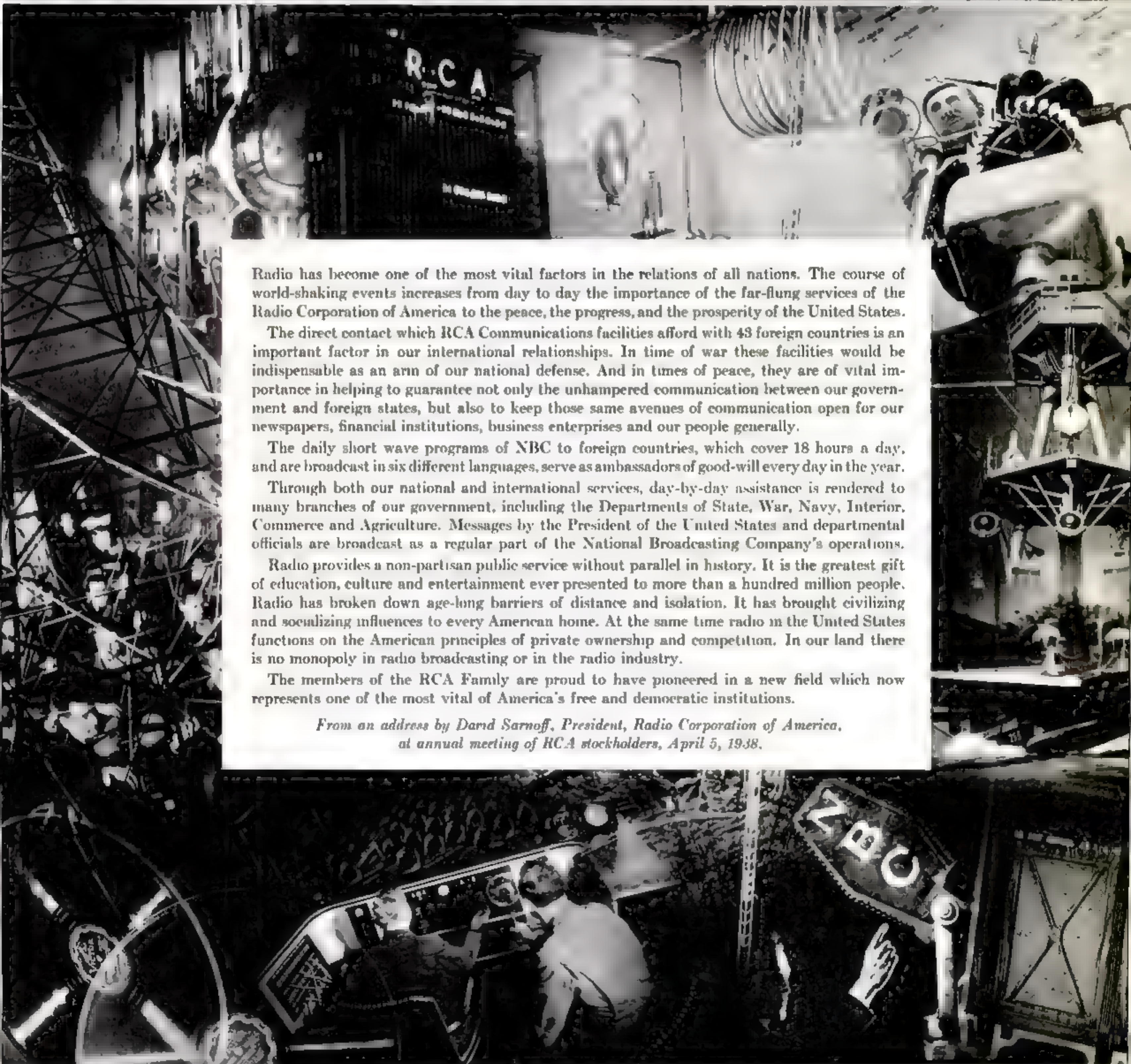
MAY, 1938

LISTEN



A 5-Page Advertisement of the Radio Corporation of America

No. 10

A large, dark, high-contrast photograph of the RCA building and a radio tower. The building has "RCA" and "N.B.C." signs. The tower is on the left, and the building is on the right. The image is grainy and has a vintage feel.

Radio has become one of the most vital factors in the relations of all nations. The course of world-shaking events increases from day to day the importance of the far-flung services of the Radio Corporation of America to the peace, the progress, and the prosperity of the United States.

The direct contact which RCA Communications facilities afford with 43 foreign countries is an important factor in our international relationships. In time of war these facilities would be indispensable as an arm of our national defense. And in times of peace, they are of vital importance in helping to guarantee not only the unhampered communication between our government and foreign states, but also to keep those same avenues of communication open for our newspapers, financial institutions, business enterprises and our people generally.

The daily short wave programs of NBC to foreign countries, which cover 18 hours a day, and are broadcast in six different languages, serve as ambassadors of good-will every day in the year.

Through both our national and international services, day-by-day assistance is rendered to many branches of our government, including the Departments of State, War, Navy, Interior, Commerce and Agriculture. Messages by the President of the United States and departmental officials are broadcast as a regular part of the National Broadcasting Company's operations.

Radio provides a non-partisan public service without parallel in history. It is the greatest gift of education, culture and entertainment ever presented to more than a hundred million people. Radio has broken down age-long barriers of distance and isolation. It has brought civilizing and socializing influences to every American home. At the same time radio in the United States functions on the American principles of private ownership and competition. In our land there is no monopoly in radio broadcasting or in the radio industry.

The members of the RCA Family are proud to have pioneered in a new field which now represents one of the most vital of America's free and democratic institutions.

*From an address by David Sarnoff, President, Radio Corporation of America,
at annual meeting of RCA stockholders, April 5, 1938.*

THE PUBLIC SERVICES OF RCA



By lantern light Robert Taylor, master of ceremonies of the MGM-Maxwell House Good News of 1938 program, read his script, as lighting facilities failed but power for mike continued. Jean Chatburn, Metro-Goldwyn-Mayer feature player held the lantern . . . listeners heard the show as usual over the NBC Red Network.

THE SHOW MUST GO ON!

Members of the RCA family outwitted the elements during Los Angeles flood

When streets became rivers the swirling waters raised ructions with electrical apparatus and power supply. NBC was confronted by the seemingly impossible task of getting various programs of Hollywood origin onto the networks. But when Los Angeles saw such scenes as this at Sixth and Los Angeles Street, RCA Communications came to the aid of NBC, and the show went on. (See story and map below.)



"In spite of hell and high water"—When flood waters cut off Los Angeles, some world records for quick action and fast thinking were made by engineers of KFI, Los Angeles NBC station, and RCA. To get a broadcast through from Venice, California, these men sent program from "beer mug mikes" to a portable transmitter, thence by short wave to KFI. Then long wave took the broadcast to RCA Communications station at Point Reyes, California. From there it went by wire to San Francisco headquarters of RCA Communications. Then the regular line went into service, and fans heard the performance. Diagram map shows the devious course that did the trick.



Radio Telephone Saves Lives

RCA equipment that puts ships at sea on the telephone line, leads to rescue of marooned fishermen

Well known is use of radio telegraphy and Radiomarine's automatic SOS in disasters at sea. Less known is RCA radio telephone by which ships can talk directly with shore telephones. Recently Captain Tom Mullen, well-known steel company executive, while on his yacht Seagoia II, sighted fishermen marooned on Rockaway Breakwater, near New York. Unable to approach, he used his RCA radio telephone to call Coast Guard, which sent rescue boat. Photo at left shows Captain Mullen and RCA radio telephone control, also loop of Radio Direction Finder, another RCA safety device.

A job well done—At right, KFI engineers George Curran and Seymour Johnson who got the show through. (See pictures above.)



LISTEN SALUTES KENTUCKY FOR ITS LISTENING POSTS

For generations the Kentucky mountaineers have typified the forgotten man. Isolated by their environment, these people were shut off from the world. Radio, the great annihilator of distance and isolation, gave promise of a new day for the mountain folks. But few could afford even the simplest of radio sets. To meet this situation far-sighted, public-spirited University of Kentucky has established 24 "Listening Posts." At these places the families of the community gather to hear special educational programs from the University of Kentucky, symphony concerts, popular dance bands, news of the world and all that radio has to offer. In such remote localities the dependable performance, and mechanical excellence of RCA Victor radios is of prime importance.



The NBC Chimes ring in millions of places, but in few is their promise of good programs more appreciated than in this Listening Post maintained by the University of Kentucky in the village of Gander, Ky. Note the RCA Victor radio. Through the use of Victor Records and phonographs millions hear the mountaineers' own songs.



THINKING ABOUT THE FUTURE OF THE BLIND

How Blind Children Follow NBC Concert

Dr. Walter Damrosch's Music Appreciation Hour, a weekly NBC feature, is nowhere more enjoyed than by the blind pupils shown at right. This group, led by a blind teacher, follows the texts of Dr. Damrosch's booklets. Such study has been made possible by printing these booklets in Braille—the system of raised symbols by which the blind can read with their fingers. An RCA Victor radio brings in the actual concerts. Music, as well as words, can be printed in Braille. In photo above the girl is using her fingers to read the music of "Hark, Hark, The Lark."



A MUSIC CLASS IN THE NEW YORK INSTITUTE FOR THE EDUCATION OF THE BLIND



RCA Goodwill Tour of Latin America

Linton Wells to report trip on Magic Key Program

Photograph at left shows Frank E. Mason, NBC Vice President in charge of Short Wave Broadcasting, as Linton Wells, "Magic Key of RCA" roving reporter points out his route. Mr. Wells recently left the United States to begin a four-month tour of 12 Central and South American countries. He will travel by airplane, native canoe and mule train. Each week on the Magic Key program (Sundays, 2 to 3 P.M., E.D.S.T. over NBC Blue Network), Mr. Wells will talk directly to listeners. RCA Communications short wave facilities will bring his voice to the NBC Blue Network. First of these talks is scheduled for May 8 from Managua, capital of Nicaragua. Other reports of interesting and little known facts about these countries will be heard each week for 12 more weeks.



Play records through your radio—The new vogue for Victor Records is receiving great impetus from the fact that you can now play records through your radio. This is accomplished by an RCA Victor Record Player, which can be attached to any modern AC radio, and will play Victor Records with the full tone of the radio itself. Such record players are now being given to all who join the new Victor Record Society (see story on facing page.)

RCA ALL THE WAY... Radio "Side Shows" that are headliners to millions

All are familiar with radio's "big show"—broadcasting, few are aware of radio's array of "side shows." Yet these activities are big, colossal, stupendous, breathtaking and death-defying to vast numbers of people. Because in Radio it's RCA All the Way, RCA men are active in every branch of radio, are regularly engaged in services that at first blush seem far removed from this science. Some of these activities have to do with saving lives and protecting property. Others are concerned with entertainment in the home, with motion pictures or with aviation.

Often a useful application grows out of something else. For instance RCA Public Address Systems were first used by applying principles of radio amplification of sound for the purpose of making the voice of a speaker audible to a large audience. Now fire departments have found RCA Public Address Systems a tremendous aid in fire fighting. Fire officials using this equipment can give directions in a voice that carries above the roar of flames, can control their men, can warn them of walls about to fall.

RCA police radio systems are an outgrowth of broadcasting. In effect, such systems are miniature broadcasting networks, with the difference that the stations (i.e. the squad cars) can talk back to the broadcaster.



THE MIGHTY VOICE OF STENTOR, MYTHICAL HERALD, WAS BUT A WHISPER COMPARED TO SUPER-STENTORIAN SHOUT OF FIRE CHIEFS WHO USE AN RCA LOUDSPEAKER

Radio leads to "happy landings"—When visible landmarks are obscured, airplanes hold to their courses by means of radio beams, through the aid of information supplied by radio telephone and by the use of various other applications of radio principles. Each day hundreds of "happy landings" are assured by the use of RCA aviation equipment.

Crime marches on—to jail. One of the greatest single factors in the control of crime is radio. Criminals using automobiles, and other means of swift travel, bid fair to have an enormous advantage over law enforcing units. Now RCA Police Radio guides officers to speedy captures of thugs. The drawing below shows officers with an RCA equipped Police Radio car arresting bandits who tried to escape in a fast automobile.



It's all done with invisible light. From the early days of talking motion pictures RCA has been active in perfecting sound recording for producers and sound reproduction for theatres. Many experiments showed finest results were obtained by use of a sound track traced by light. RCA men further refined this by using ultra-violet light. Although invisible to the human eye this light due to its unique qualities traces the most clear cut and accurate sound track. Now RCA Photophone is used by most of Hollywood's leading motion picture producers. It brings you the voices and instruments of your favorites in thousands of motion picture theatres.

Advertisement

RADIO CORPORATION OF AMERICA, Radio City, New York
RCA Manufacturing Co., Inc. • Radiomarine Corp. of America
National Broadcasting Company • RCA Institutes, Inc.
RCA Communications, Inc.



NOW PLAY RECORDS THROUGH YOUR RADIO

with new RCA Victor Record Player

Your Record Player is ready... see your RCA Victor dealer... find out how easy it is to use your radio as an electric phonograph... start now to enjoy both radio and the superb new Higher Fidelity Victor Records

The new Victor Record Player operates electrically. It has a new crystal pick up for extra tone quality. It can be attached to any modern A.C. radio, and when so connected plays Victor Records with the full tone of the radio itself. This instrument is given without cost to you when you join the Victor Record Society. It is shown connected to the new RCA Victor Symphony Radio.

HERE'S WHAT MEMBERS GET!

- 1 RCA Victor Record Player Model R-93B (list price \$14.95) without cost.
- 2 A year's subscription to the monthly "Victor Record Society Review"
- 3 Free copy of booklet, "The Music America Loves Best" plus free advice from the RCA Victor Musical Director on how to build and enjoy your own Victor Record Library.
- 4 Victor Record Dividends. Membership in the Victor Record Society entitles you to Victor Record dividends up to the amount of your membership fee, \$6.00. You buy \$1.00 worth of Victor Records a week for 60 weeks. As you complete each \$15.00 worth of Victor Record purchases, you receive \$1.50 in Victor Records as dividends.

HERE'S HOW TO JOIN THE VICTOR RECORD SOCIETY

- 1 Pay \$6.00 membership fee.
- 2 Buy \$9.00 worth of any Victor Records you wish—dance, classical, symphonic, etc.

HERE'S HOW RECORD PLAYER WORKS!



Attaches to any modern A.C. set. Loud-speakers (sets or as phonograph speakers). Can be played from arm, horn. No getting up to change records.

New \$14⁹⁵* instrument yours—without cost when you join Victor Record Society

HERE is the most important offer ever made to music lovers. Now you can double your enjoyment of fine entertainment. You can have the music you want when you want it. Membership in the new Victor Record Society will make your living room a concert room. You can hear the world's greatest musicians whenever you please. This means all music. You can choose symphony orchestras, swing bands, great vocalists, or anything else you like.

You can have this great gift of music by using the amazing new RCA Victor Record Player that plays records right through your radio—without in any way

interfering with its performance or use as a radio instrument.

Every day thousands more are being captivated by the great new vogue for records and recorded music. Of course, they are! It is an economical, easy way to double your enjoyment of music.

The new Victor Record Society makes this the best time there ever was to bring to your home the whole world of music. You don't have to pay a cent for the RCA Victor Record Player if you join the Victor Record Society. Get the facts immediately. Mail the coupon below, or see your RCA Victor dealer today.

Listen to the "Magic Key of RCA" every Sunday, 2 to 3 P.M., E.D.T., on the NBC Blue Network

*List price, subject to change without notice

MAIL THIS COUPON NOW!

RCA VICTOR, Camden, N. J.

Without obligation to me, send folder on Victor Record Society.

Name _____

Address _____

City _____ State _____



RCA Victor

RADIO'S GREATEST VALUE - A SERVICE OF THE RADIO CORP. OF AMERICA

Buying a 2nd-Hand Car or a 1st-Class Whiskey, look for

Good Workmanship



YOU'LL never Go Wrong—if you go for Good Workmanship, for it stands the test of time. That's why you Go Wisely when you go for G & W. It has stood the test of 106 years! It's good to begin with because it begins with good ingredients. It's good all the way through because it's *controlled* at every step. Insist that your whiskey bear these two letters of recommendation. Get Wise . . . get G & W. Every time, it Goes Well!

PARTY GAME FREE!

For the correct answers to the 3 historical questions below, plus best comments about G & W whiskeys or gins, G & W will award a brand new party card game called *Gang Way**. You can play altogether 17 different games with it! You'll find it fascinating! Send your entry to G & W, P. O. Box 117, Detroit, Michigan, before June 30, 1938!

- 1 The "father of his country" was G_____W_____
- 2 Secretary of the Navy under Lincoln was G_____W_____
- 3 First steamboat to cross the Atlantic was the G_____W_____



G & W Star Blends

GET WISE . . . GET G & W 7 STAR + 5 STAR + 2 STAR . . . THEY'RE GOOD WHISKIES

G & W 7-STAR BLENDED WHISKEY—The straight whiskey in this product is 4 years old; 35% straight whiskey, 65% grain neutral spirits, 90 proof.

G & W 5-STAR BLENDED WHISKEY—The straight whiskey in this product is 4 years old; 25% straight whiskey, 75% grain neutral spirits, 90 proof.

G & W 2-STAR BLENDED WHISKEY—The straight whiskeys in this product are 2 or more years old; 25% straight whiskeys, 75% grain neutral spirits, 20% straight whiskey 2 years old, 5% straight whiskey 4 years old, 85 proof.

*This offer good for adults other than Liquor Industry Employees, in States where such offers are permitted.

73,000,000 GERMANS LIVE A SYNTHETIC LIFE

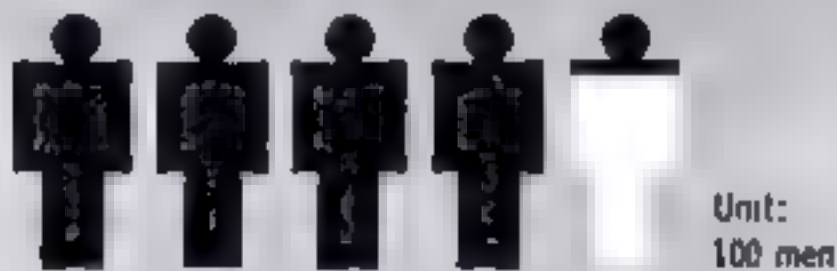
For five years Nazi Germany has been carrying on a desperate campaign to remedy her acute shortage of raw materials. On the foreign front she barter German-finished products for foreign raw materials. When this fails, as it has in the case of steel, the Reich swaps manpower for Spanish ore.

Germany's greatest campaign, however, is at home, where the Nazi Four-Year Plan is forcing 73,000,000 people to wear short-lived synthetic clothes, eat tasteless synthetic food and live under wobbly synthetic roofs. Thousands of chemists have been put

to work making "Ersatz" to replace raw materials which are used for armaments. To obtain the most out of every product, Storm Troopers are leading a "Battle Against Waste" which knocks at every German door. Kitchen remains are collected, made into fodder for cattle. Old newspapers may no longer be used for kindling fires, sardine cans no longer have individual openers (saving 2,000 tons of iron a year), men's shirts are made two inches shorter. Yearly results from collecting garbage in Berlin alone were recently announced in chart form as shown below.



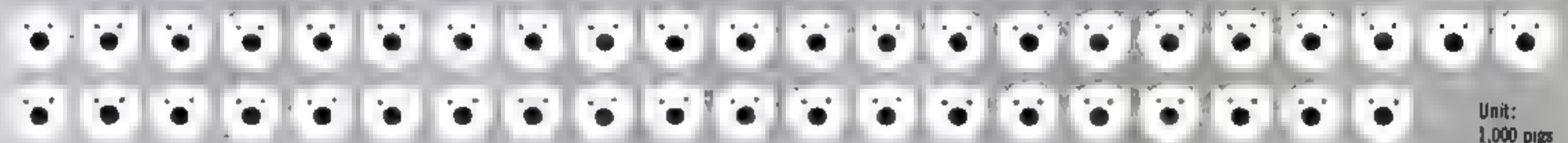
GARBAGE AMASSED ANNUALLY IN BERLIN WOULD FILL A TRAIN REACHING TO PRAGUE



BERLIN GARBAGE WOULD PROVIDE ENOUGH POTATOES AND BREAD TO FEED 426 MEN FOR A YEAR



THE WASTE CAN BE TRANSFORMED INTO ROOFING FOR 12,000 HOUSES



IN ADDITION IT COULD FEED 42,000 PIGS FOR A YEAR



Rubbish is collected by agencies located in every village. All garbage is sent there to be weighed, sorted and dispatched to factories to be reclaimed.



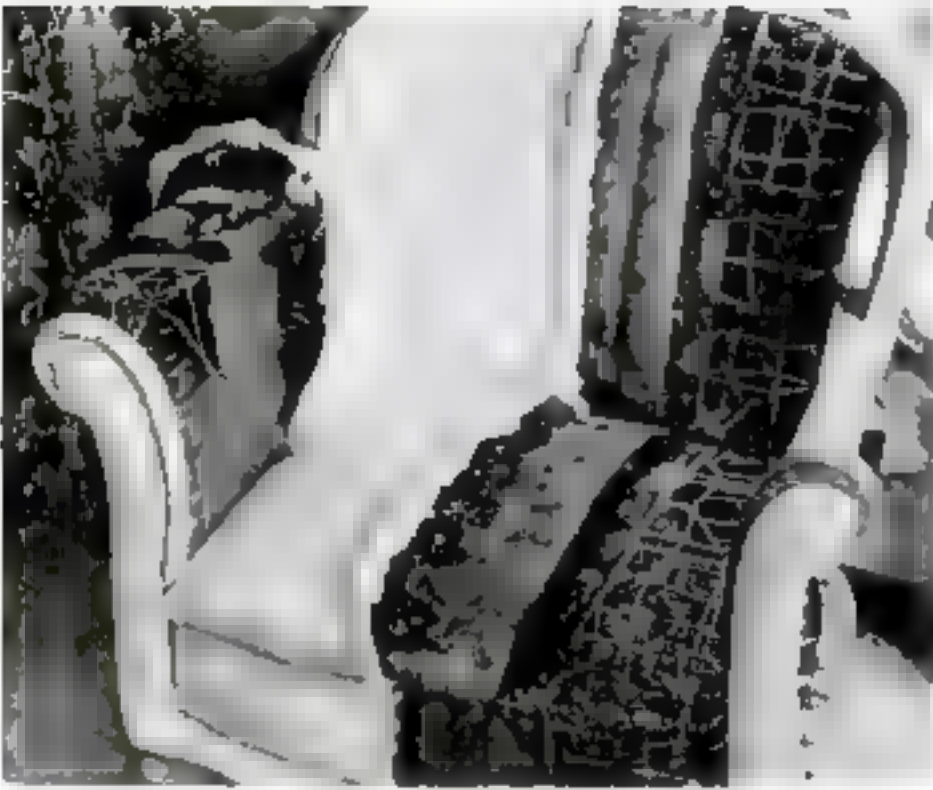
German schoolboys raid kitchens to gather bones which are sent to collecting agencies. Phosphate is extracted from the bones and used as a soil fertilizer. The skeleton poster, one of many displayed in German schools and homes, reads "Catch them, We need bones."



No Ersatz foods are eaten by Dr. Robert Ley (right), leader of German Labor Front, and Dr. Alfred Rosenberg, culture leader. Most fruits like those above, and meats are too expensive for the average German, who is kept on a rigorous diet of fish and potatoes.

(continued)

THESE ARE THE SYNTHETIC PRODUCTS WHICH



Armchairs are now stuffed with a product of wood pulp and covered with a synthetic textile, developed from cellulose, which takes the place of cotton or wool fabrics.



This **rope** is ten inches in diameter and is made of 2,100 strands drawn from cellulose. It is said to be as strong as hemp, which would have to be purchased from abroad.



Sweaters are knit of a synthetic wool also derived from cellulose. Weavers are not allowed to make pure wool or cotton garments, must use a fixed proportion of artificial wool.



Fishskin slippers may look nice but they don't last long. In the past few years Germany has built up her own fishing fleet, is proud of being no longer dependent on imports.



Keys are molded out of magnesium alloys which are light and strong. German ingenuity has so far transformed coal, water, chalk, cellulose, air and wood pulp into arti-

cial oil, glass, rubber, textiles and plastic materials. Many of these synthetics are as satisfactory as the materials whose places they take, but are generally more expensive.

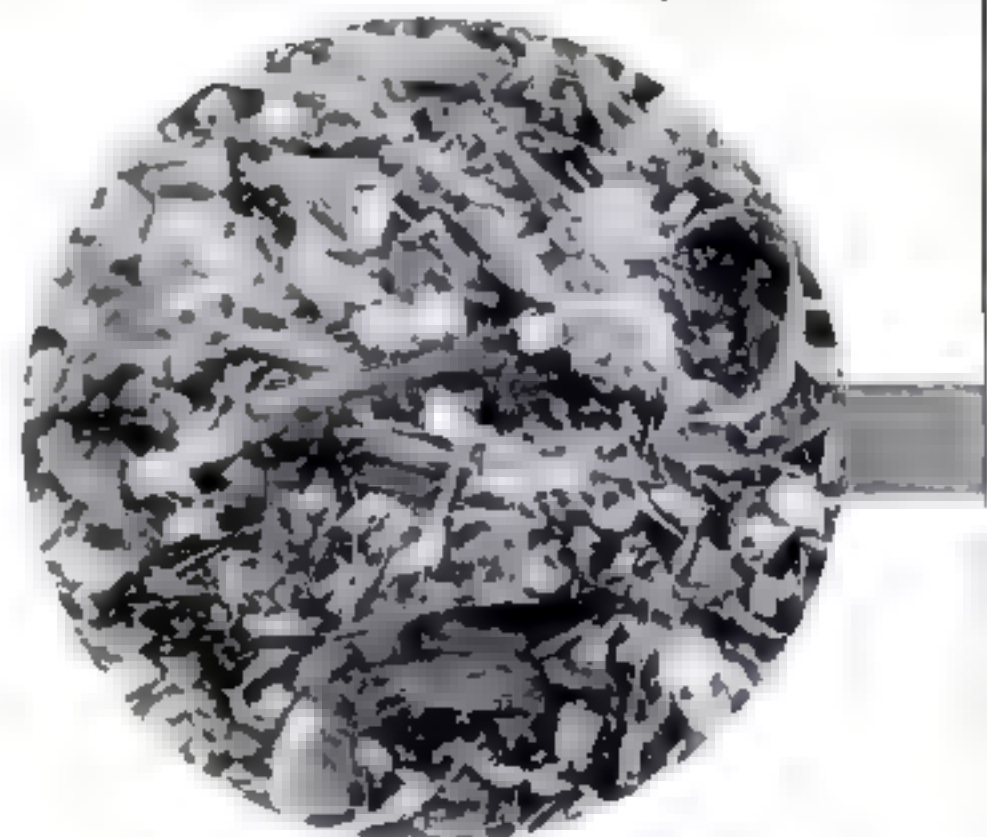
Fish are transformed



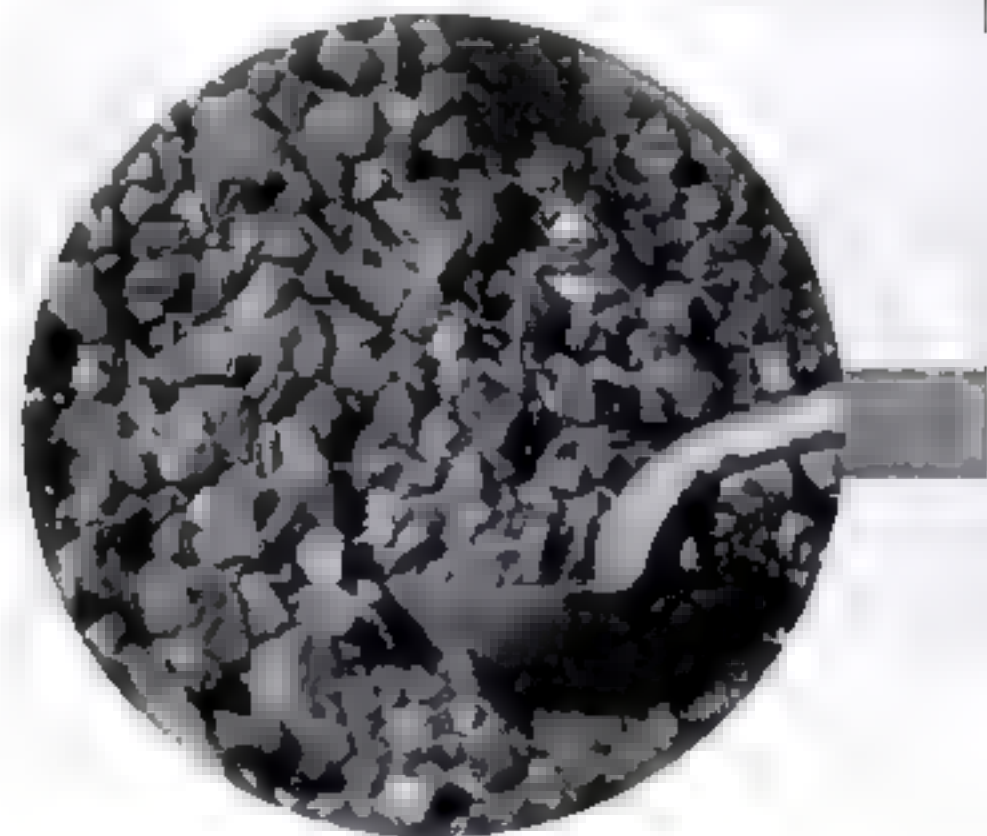
Wood becomes pulp



Wood chips produce sugar



Coal and chalk



THE AVERAGE GERMAN USES EVERY DAY

into artificial white of egg



which goes into bread



which becomes candy



are turned into glass



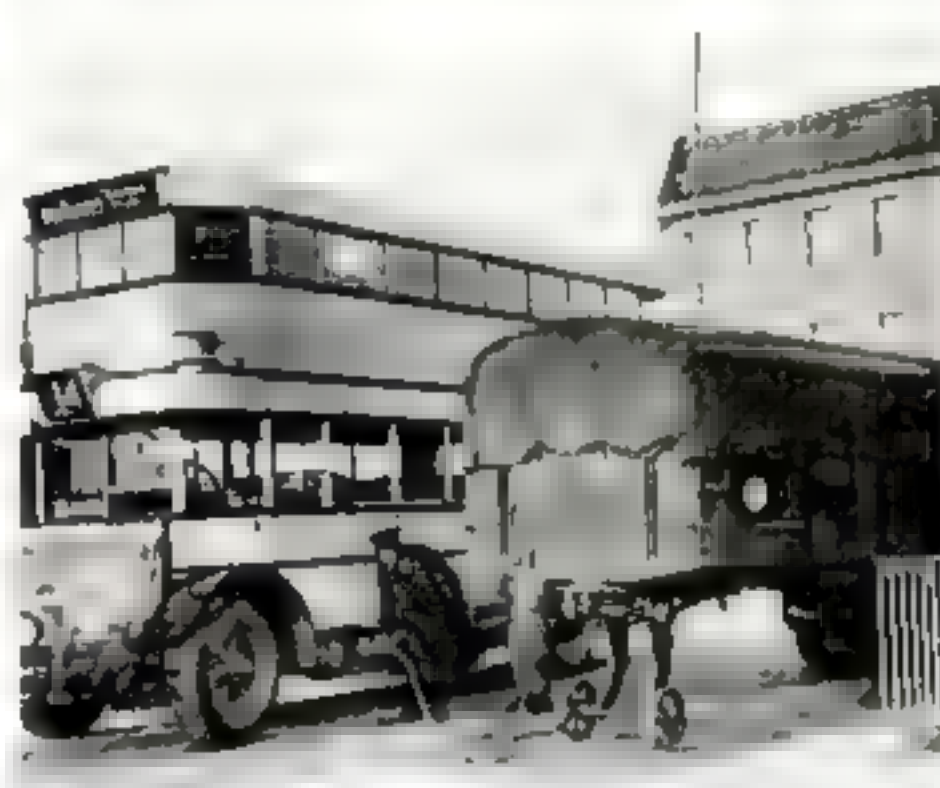
Rush instead of wicker is used to manufacture baskets, satchels and small pieces of furniture in the hope of keeping in Germany the Reich's meagre dwindling gold balance.



Electrometal, the most recent of alloys employed in German industry, is so light that this girl can easily carry half a dozen bars of it. It is hardly heavier than water.



Glass pipes and conduits are slowly replacing the iron which is needed for armaments. At present Germany produces only 25 per cent of the iron ore it consumes annually.



Illuminating gas propels Berlin busses, thus cutting down the consumption of gasoline which is procured from Rumania. The busses can carry only enough gas to go 60 miles.



Artificial rubber tires (Buna), made of coal and lime, are widespread in Germany. They cost three times as much, are harder and skid more than regular tires, but

last longer. To sell these artificial products, Germany gives huge loans and long-term price guarantees to manufacturers of synthetics, erects high tariff and currency barriers.

ALBERT GALLATIN'S GREAT-GRANDSON SPONSORS A MUSEUM OF ABSTRACT ART



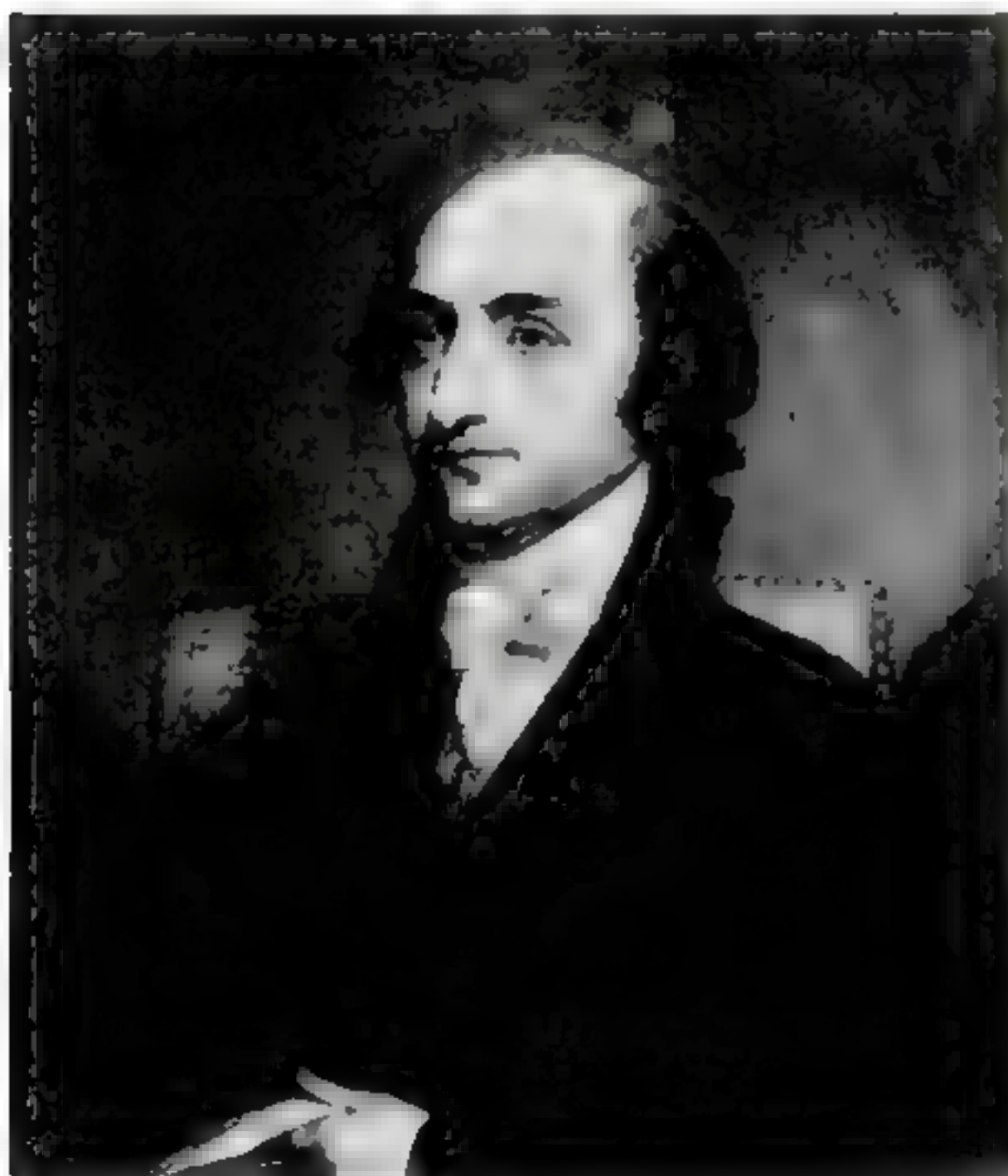
"Pictures should be lived with, not curialed off," says Museum Founder Gallatin whose art collection embellishes

a study hall where college students pore over books while visitors wander around. At the rear is Léger's *The City*.



Albert Eugene Gallatin, sketched at left by the French Abstract painter Fernand Léger, started his career as an art collector some 30 years ago with a passion for Aubrey Beardsley and Whistler. As his taste advanced, he turned increasingly to Cubist and Abstract painters, was one of the early Americans to

buy Picassos and Mirós and Braques on his annual trips abroad. In 1927 Mr. Gallatin arranged to have his collection of progressive 20th Century painters on permanent exhibition in the main study hall of the Washington Square branch of New York University. Known as the Museum of Living Art, this permanently hung collection of more than 125 paintings contains the world's most comprehensive and carefully selected group of Abstract art. Its founder, a 56-year-old bachelor of independent means, who is a descendant of the great 15th Century French banker Jacques Coeur, adds to it every year. It will on Mr. Gallatin's death become the property of N. Y. U. For some of its major items, see following pages.

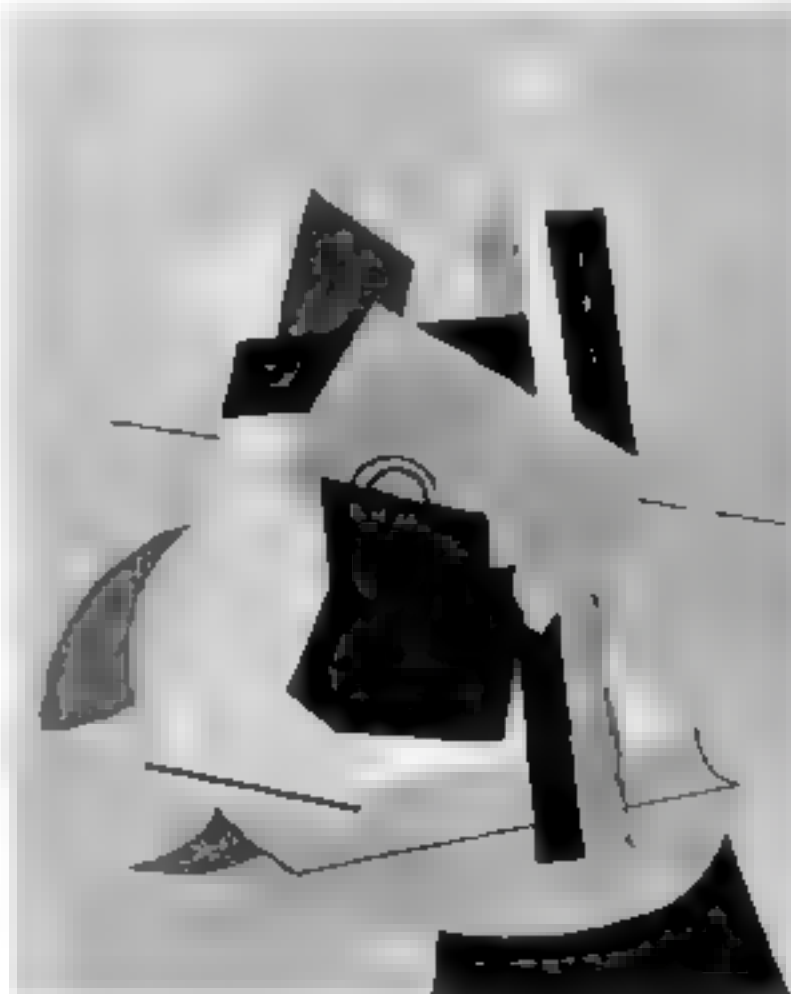


Mr. Gallatin's great-grandfather Albert Gallatin (left), Secretary of the Treasury 1801-14 and Minister to France, is represented by this Gilbert Stuart portrait in the Metropolitan Museum of Art.

Mr. Gallatin's great-uncle James Gallatin, at 17, posed as Cupid for David's *Cupid and Psyche*, in the Louvre. "Uncle James always regretted the posing wasn't done simultaneously" says Mr. Gallatin.

Because Albert Gallatin (above), the fourth U. S. Secretary of the Treasury, under Madison and Jefferson, was also a founder of New York University, his great-grandson picked this institution, of which he is a trustee, as the repository of his important Abstract art collection. No mere patron, this scholarly collector, who includes a Matisse in his museum for historical reasons, rarely buys through dealers, prefers to go to the studios of the artists whose works he collects. Because in most cases he bought their work before it became fashionable, and because he is a painter in his own right, these men hold Mr. Gallatin in high regard.

At right are two pure abstractions by Gallatin. In the studio of Mr. Gallatin's apartment, such works as these are a few paces from definitely non-abstract portraits of Swiss Gallatin ancestors dating back to the 16th Century. Says Painter Gallatin: "I try to strip painting down to the essentials of art, based on the study of the great old masters, and as a protest against the degenerate 19th Century painting which is interested only in its subject."





"THREE MUSICIANS" BY PICASSO: \$11,000 WORTH OF CUBIST ART

Greatest experimenter among modern painters is Pablo Picasso whose "periods" have ranged all the way from careful realism to complete nonrepresentation-ism. A little more than halfway along this path is *The Three Musicians* in which you may, without too much difficulty, distinguish three men, from left to right, playing a violin, a clarinet and an accordion.

Painted in Fontanebleau in 1921, this large picture was purchased for the Museum of Living Art in 1936 for \$11,000 from the famous Reber Collection of Lausanne, Switzerland. It is one of the biggest and most valuable paintings in the Museum's collection. Its attempt to derive effect from such rigid geomet-

ric forms as circles, squares and angles places it in Pablo Picasso's Cubist period.

Cubism is an early phase of the Abstract School which subsequently did away with representational objects altogether. Here, for example, this important Spanish-born painter has taken enormous liberties with the various parts of the men's bodies and the musical instruments, breaking them up in order to accentuate movement. To attract the eye, the violinist's left hand has been made absurdly small. In their more abstract manifestations, Picasso and his followers scrambled things like hands and heads all over the canvas and eventually omitted them altogether, relying for their effect wholly on shapes and colors.

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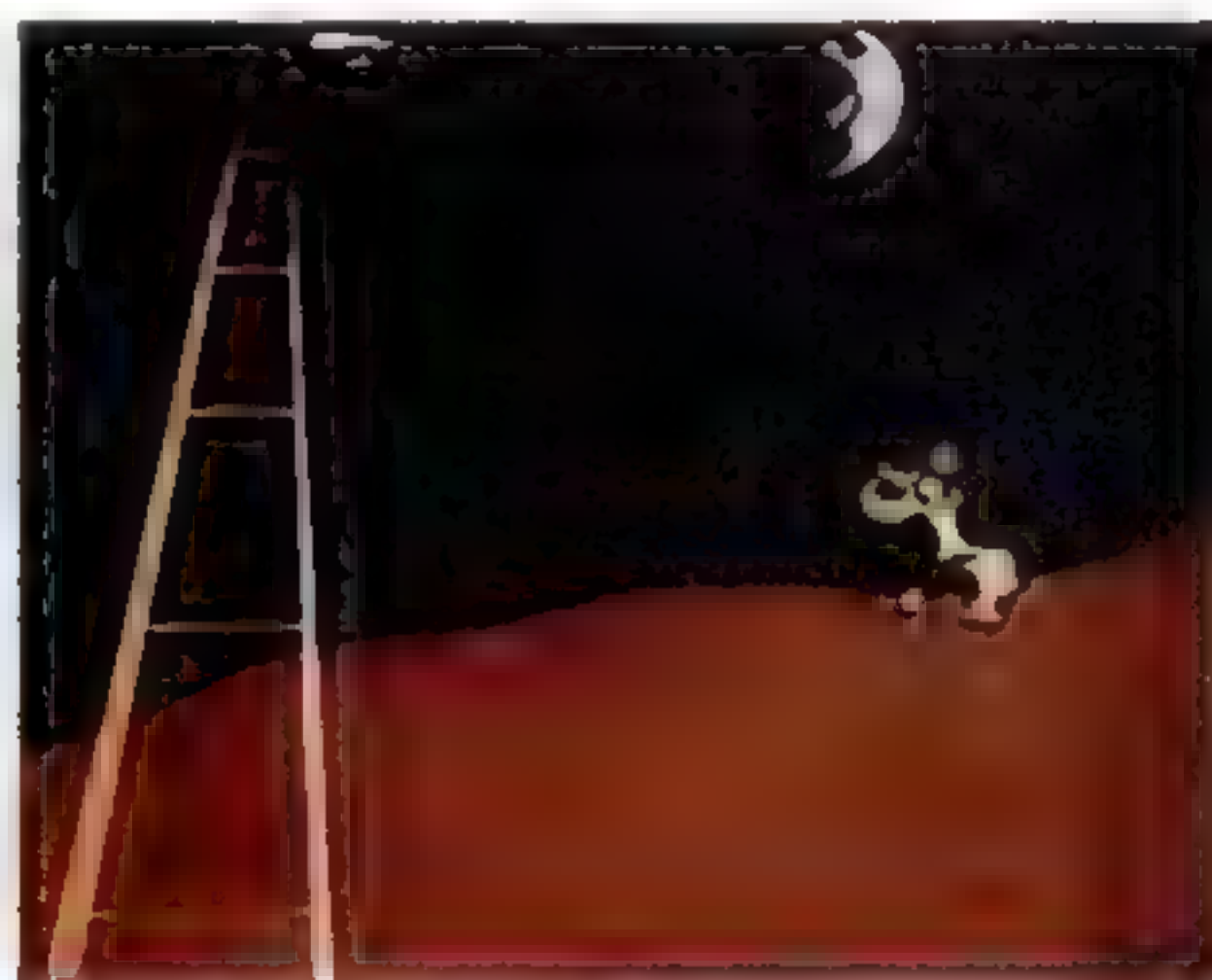
Gallatin Abstract Art (continued)



Fernand Léger's "The City" was bought by Mr. Gallatin directly from this French Abstract artist who had previously exhibited it all over Europe and the U. S. Going a considerable step further in nonrepresentation than Picasso's *Tres Musicians*, it aims to convey the atmosphere of Paris by mechanically dividing up urban objects and human beings. At centre, on the stairs, are two highly abstracted people. Elsewhere in this picture appear pieces of balconies, railings, signboards and, at upper right, part of the Eiffel Tower.



Georges Braque's "The Waltz" is a still-life abstraction by a French painter who, with Picasso, helped pioneer the Abstract movement. The undulating rhythm of the glass, fruit bowl, sheet of music, fork and two pears supposedly suggests the tempo of waltz music. Braque's father was the proprietor of a paint shop in Argenteuil, France that specialized in imitation marble and this ancestral influence appears in the marble textures at rear. The absence of perspective is typical of this phase of painting.



Joán Miré's "Dog Barking at the Moon" got a lot of laughs when it was exhibited at Chicago's Century of Progress, but it is intended to be tragic. The dog looking at the ladder which he cannot use to get to the moon represents a yearning for the unattainable. The light near top of ladder is thought by some critics to symbolize the dog's desire to fly off the top of the ladder to the moon.

THESE MODERN ARTISTS WERE PHOTOGRAPHED IN THEIR HOMES BY MR. GALLATIN



Georges Braque, who along with Picasso was one of the original Cubists, was born in France 57 years ago of a petit-bourgeois family. A lieutenant of infantry who was severely wounded during the War, he used to paint on leave. Since the War his painting has become more subdued, more lyrical. A careful technician, he specializes in still lifes, unlike many a painter keeps his pots and brushes neatly arranged as shown in this picture taken in his Paris studio.



Fernand Léger who like Braque (left) and Picasso (right) was born in 1881, is a Norman whose father was a substantial cattle grazer. Trained as an architectural draughtsman and later a professional retoucher of photographs, he was an Abstract painter before the War, in which he had a brilliant record. Twice a visitor to the U. S., Léger has a villa next to some railway tracks in a Paris suburb, a farm in Normandy where he raises pigs and makes cider.



Pablo Picasso, born in Spain 57 years ago, is the son of a Spanish drawing teacher and an Italian woman whose family name he took. One of the giants of modern art, he has gone through a number of "periods" in which he has been influenced by everyone from El Greco to Cézanne and Ingres. Painting has made him very wealthy and he lives comfortably in Paris in a welter of astronomical charts, African masks and old guitars. The sculptures above are his own.



Joan Miró was born in 1893 in Barcelona of an aristocratic but impoverished family. At 17 he had to give up studying painting to clerk in a store, but after his 1921 Paris exhibition Picasso bought a Miró self-portrait and he was encouraged by Matisse, Braque and Léger. Exiled from Spain by the Rebels who destroyed his farm and shot his brother-in-law, this Surrealist-Abstract painter now lives in Paris with his wife and their 6-year-old daughter Dolores.



Piet Mondrian, shown in his Paris studio, was born in Holland in 1872 and began as a disciple of van Gogh with swirling pictures of Dutch sunflowers. His work today (note two canvases above) resembles architectural floor plans in its utter simplicity and is a triumph of complete exactness. He once told Mr. Gallatin that he often gets ideas from warehouses that are being torn down. A bachelor, he has a large collection of jazz records and loves to dance.



Henri Matisse, shown in his apartment at Nice, is a connecting link between the old art forms and the new. Once employed copying pictures in the Louvre, he became a leader of the Fauves ("wild beasts") in 1905, has been influential in turning modern art into design and pattern work. In search of tropical motifs this 69-year-old artist has made excursions to North Africa and Tahiti. Mr. Gallatin's museum has the first painting he made at Nice (1918).

MOVIE OF THE WEEK:

Un Carnet de Bal

Between the Hollywood studios and the New York movie critics there is currently raging a spirited war of name-calling. The critics insist that recent foreign pictures, made for a tenth the cost, surpass Hollywood's super-productions. The studios claim that the critics have no sense of what the U. S. public wants. Exhibit A on the critics' side is *Un Carnet de Bal*. With no love interest or spectacle, a middle-aged heroine and an episodic plot, it is the kind of movie which Hollywood never makes. The loss is Hollywood's, for this French picture is one of the year's best in any language.

Un Carnet de Bal is the story of a well-to-do Frenchwoman, widowed in her thirties, who happens upon an old dance program, saved from her girlhood. Running her finger down the list of names, she finds herself wondering what has happened to the youths who paid her court when she was the belle of a little provincial town. What she finds when she seeks them out is a story of complete but not unexpected disillusionment.



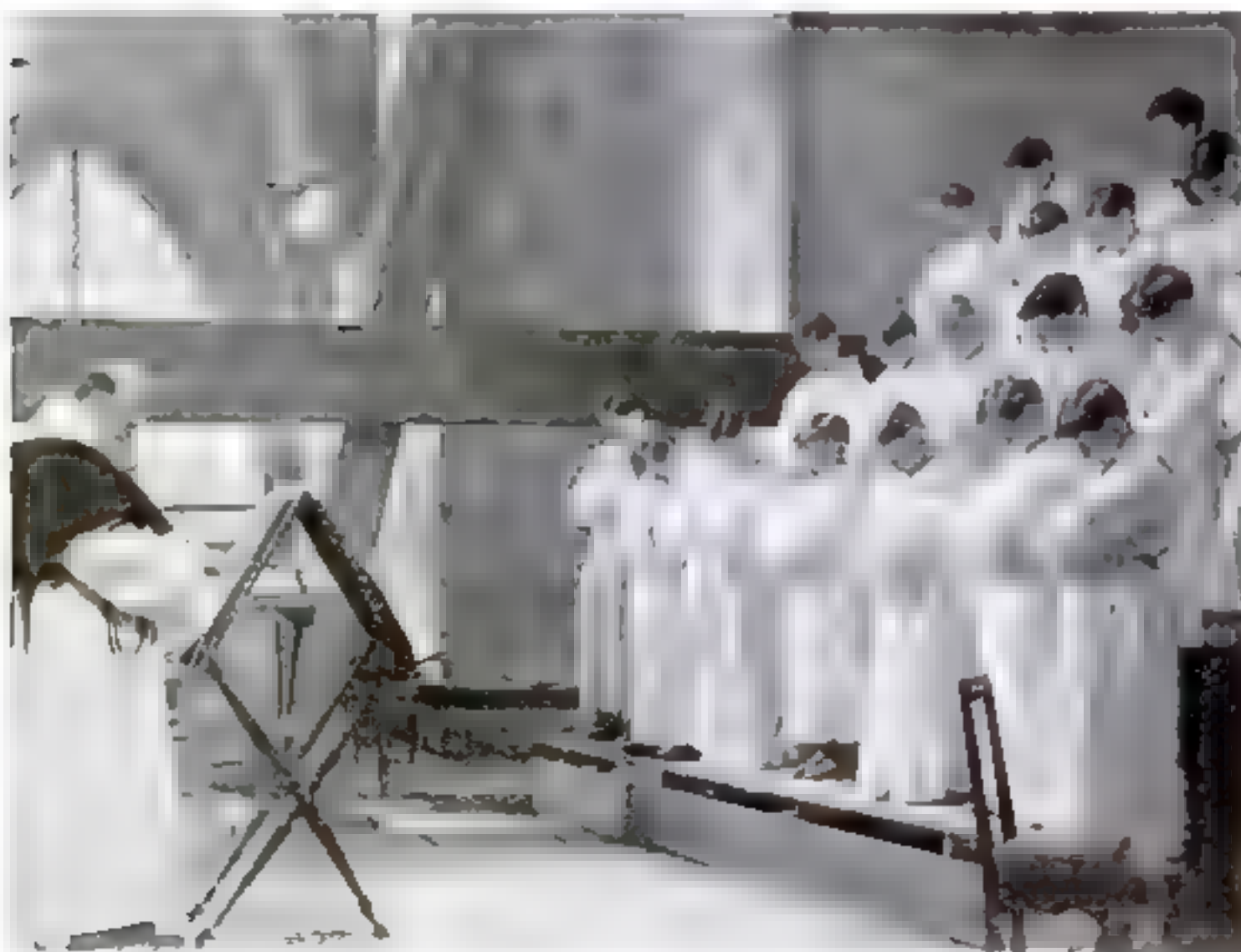
AS SHE SETTLES HER HUSBAND'S ESTATE, CHRISTINE LONGS FOR A LOST YOUTH



1 Christine, the young widow, kneels by her bed and dreams of the youths she used to dance with. Where are Georg, Pierre, Eric, Alain, François? Where is Gerard, whose tall, handsome figure seems even now to be leaning over her bed? She must find them.



2 Georg is the first. But when Christine goes to his old home there is no Georg, only his white-haired mother, who is living in a grief-crased world of memory with her timid housekeeper. It is 18 years since Georg killed himself for love of Christine.



3 Next is Alain, the ardent musician who was middle-aged when Christine was young. She finds him in a monastery, drilling the choirboys. Alain renounced his playing and his career because he lost Christine, but has since found contentment serving God.



4 The third is François—confident, jovial François who was going to be President of France. He has become the mayor of a little town in the Midi and on the day when Christine arrives the whole town is celebrating his second marriage—to his cook.



5 Pierre was a rising young lawyer when he wrote his name on Christine's dance card. She finds him in Paris, running a shady night club. Pierre would like to start a new life with Christine but the police come first and Pierre, with a shrug, goes off to jail.



6 The beau with the brightest future seemed to be a young medical student. Christine finds him on the squalid Marseilles waterfront. When she arrives he is murderously beating his wife. When she leaves he is writhing on a couch in an epileptic fit.



7 Eric, the sixth, is an Alpine guide. At first Christine is attracted by his rugged health and his sense of peace with nature. She thinks of staying with him among the snows but quickly discovers that Eric has only one love and that love is the mountains.



8 Fabien, the seventh, has become a hairdresser, with a wife and family. He is the same Fabien she knew, with his jokes, his funny faces and his card tricks. He invites Christine to go with him to one of the balls she loved so well when she was young.



9 The ball is tawdry and noisy. Christine's memory, given considerable dramatic license, conjures up long, swaying lines of girls in organdie and men in ruffled shirts. Probably it never was really so, but Christine's disillusionment is nearly complete.



10 One name only remains on the dance program—Gerard. For a moment Christine thinks she has found him. But Gerard is dead. This tall boy is his son. Her journey into the past ended, Christine settles down to take care of the fatherless boy.

A LIFETIME WAVE FROM ONE HAIRCUT

Parkers Landing, Pa., claims to be the smallest incorporated city in the United States (pop.: 895). To straight-haired women who crave wavy hair it may well become the most important city in the world. From Parkers Landing comes Kenneth Christy who has devised a process of cutting hair which puts a lifetime wave in the straightest locks.

Ten years ago, Joe Logue of Parkers Landing cut his head while playing football. The doctor sent him to Christy's barbershop for a haircut. The job of cutting the hair to hide the scar fell to young Ken, who worked for his uncle. "What you need is a wave," said Ken to Joe, as he cropped the hair around the scar. No one was more surprised than Ken when Joe walked out of the shop with wavy hair. That set Ken to thinking. He examined hair under the microscope at the local high school. He studied



Before the wave-cut, by Kenneth Christy, Lura Street, LIFE researcher, looked like this. Her golden hair was fine, soft, and straight. No waves ever "took." Mr. Christy accepted the challenge to put a lasting wave in it, without benefit of lotions, irons, or any mechanical device. In the strip at right, Mr. Christy is seen working on Miss Street's hair.



Christy's Barber Shop, in Parkers Landing, is still run by Uncle Hank McNaughton, who taught Ken barbering. On Easter Sunday, when this picture was taken, the shop was closed. William Shudemantle, local boy who calls himself Christy's manager, peers under the shade.



Kenneth Christy's fame may one day surpass that of Marcel, who invented the marcel wave, and Charles Nessler, who invented the permanent wave. For ten years he cut, free of charge, the hair of Parkers Landing women. Now he expects to make a million dollars.

IS PROMISE OF SMALL TOWN BARBER

nights in the local doctor's laboratory. He gave free movie tickets to all the girls in Parkers Landing who would let him cut their hair. Last year, with a record of 1,500 cuts and no failures, Ken got a patent on his hair-cutting process. Now, for \$350 he will license operators to cut hair according to his system, on a 20% royalty basis.

Kaufmann's Department Store in Pittsburgh is the first large store to sponsor the Christy haircut. Ten operators are now doing a rushing business at \$15 a cut. By April 26 Bonwit Teller in New York had operators licensed to give the Christy haircut at \$25 each. Edward's in Buffalo, Filene's in Boston and some 50 other stores in the U. S. now have licensed operators.

Skeptical of the Christy method, LIFE sent Lura Street, its straightest-haired staff member to Barber Christy for a cut. For the results, see below.



After the wave-cut which took an hour Lura Street looked like this. Strip shows Mr. Christy 1) passing wet comb through hair; 2) pressing hair to find wave, 3) cutting, with thinning-shears, under second wave; 4) completing cut on left side. After ten minutes under dryer, her long hair was combed out many times. Wave was still in three days later.

Eight examples of Christy wave-cuts in Parkers Landing, Pa.





MISSOURI COCKFIGHT

Cockfighting is illegal in nearly every State of the Union. But in every State there are secret pits, stables and saloons where cock fighters meet to watch the quick slashing spurs and cunning footwork. On April 2, LIFE Photographer William Vandivert was admitted to a

barn behind a farmhouse near Kansas City, managed to snap pictures of a secret tryst. In the picture above the cock belonging to the winner at left has just spurred his opponent. Below, the winner is down, the victor is preparing to sink his spurs again, as man at left says, *Le conq' de grade*.





SPIRAEA AT LULA, GA.

LIFE TAKES A LONG LOOK AT SOUTHERN'S CHARLOTTE DIVISION

TRACKS AND TRAINS

"THE SOUTHERN SERVES THE SOUTH" FROM THE POTOMAC TO THE GULF OF MEXICO

The railroads of America are in the midst of the worst crisis in their history — yet thousands of trains are still running over hundreds of thousands of miles of track. Day after day the carriers' financial plight fills column after column in the newspapers — yet real wrecks are few and far between. National freight loadings are almost 25 per cent under 1937 and the Interstate Commerce Commission has just refused a rise in passenger fares — yet the roads continue to move 5,000,000 tons of goods and 1,365,000 people every day with a speed and an efficiency unmatched anywhere else in the world.

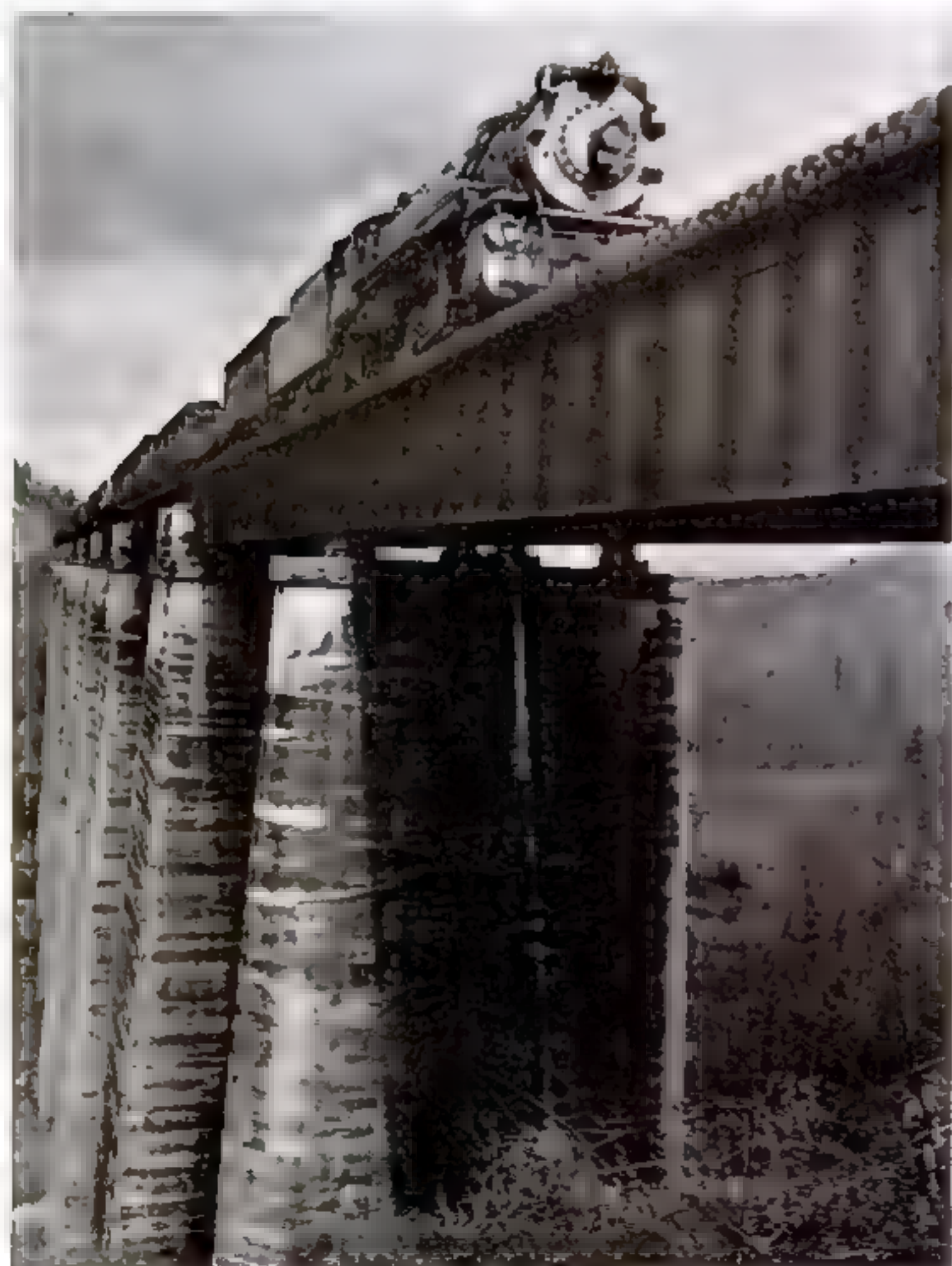
The physical operations of the railroads—a modern miracle of technical skill—have been overlooked in excitement over fixed charges, capital structure, taxes and tariffs. Tracks and trains, men and machines, signals and switches are still the essence of railroads and railroading.

To have a good look at railroad operations LIFE herewith goes to the Southern and one of its 21 divisions. This 8,000-mile system whose apt slogan is the "Southern Serves The South" is much better off than many carriers, not so well off as some. It loaded 17,759 cars of revenue freight in the week ending

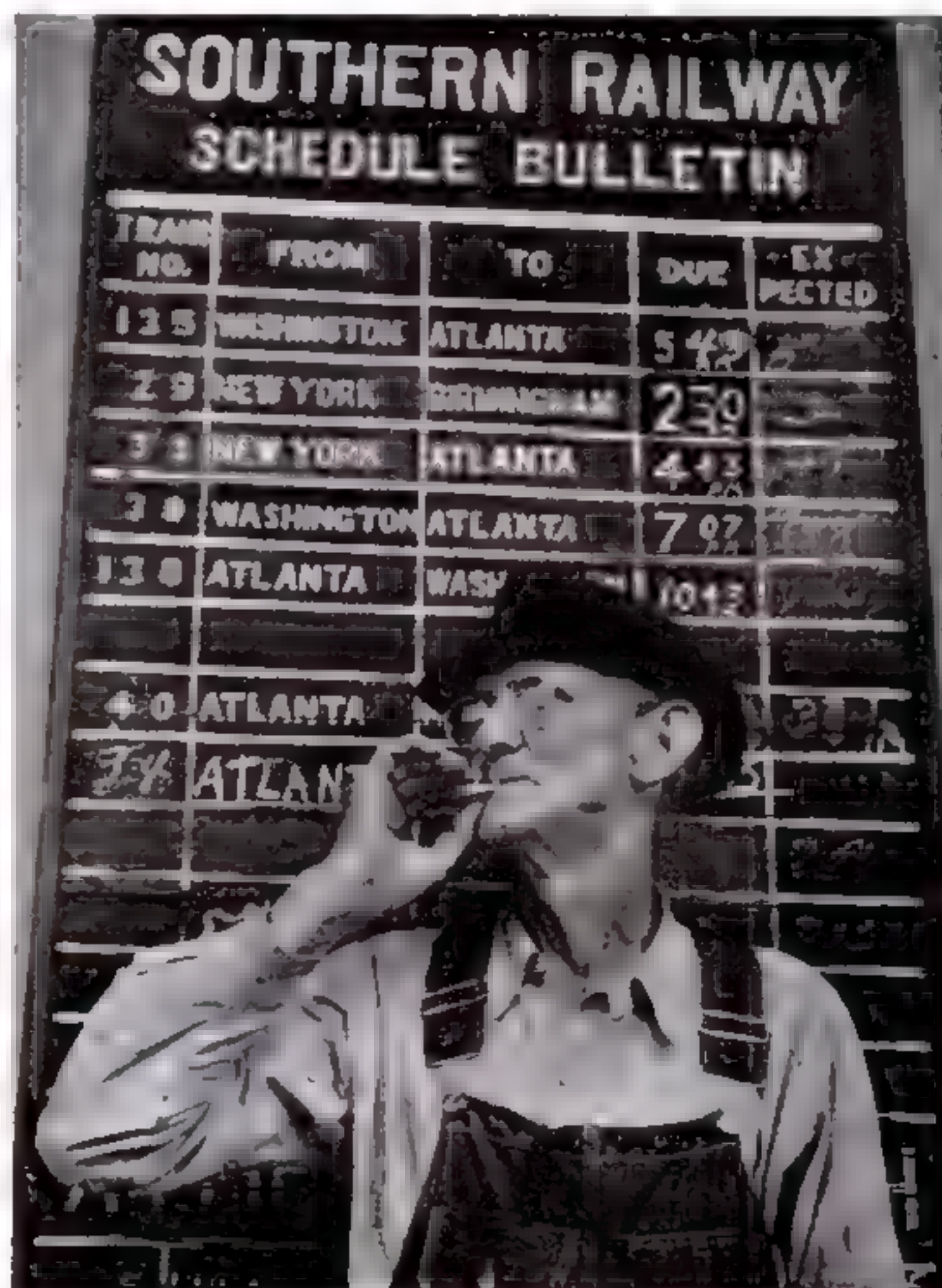
April 2 and only four other roads in the land loaded more. Yet this figure was 6,623 cars under the same week in 1937. Up for inspection in the following pages is the Southern's Charlotte Division—a 304-mile stretch of double main track (with two branch lines) running from Spencer, N. C., down through the textile and tobacco country of the Piedmont to the outskirts of Atlanta. On opposite page is a sketch map of this Division, with the trains operating on it as of noon April 8, and the man who really keeps them rolling—the Division dispatcher at Greenville, S. C.



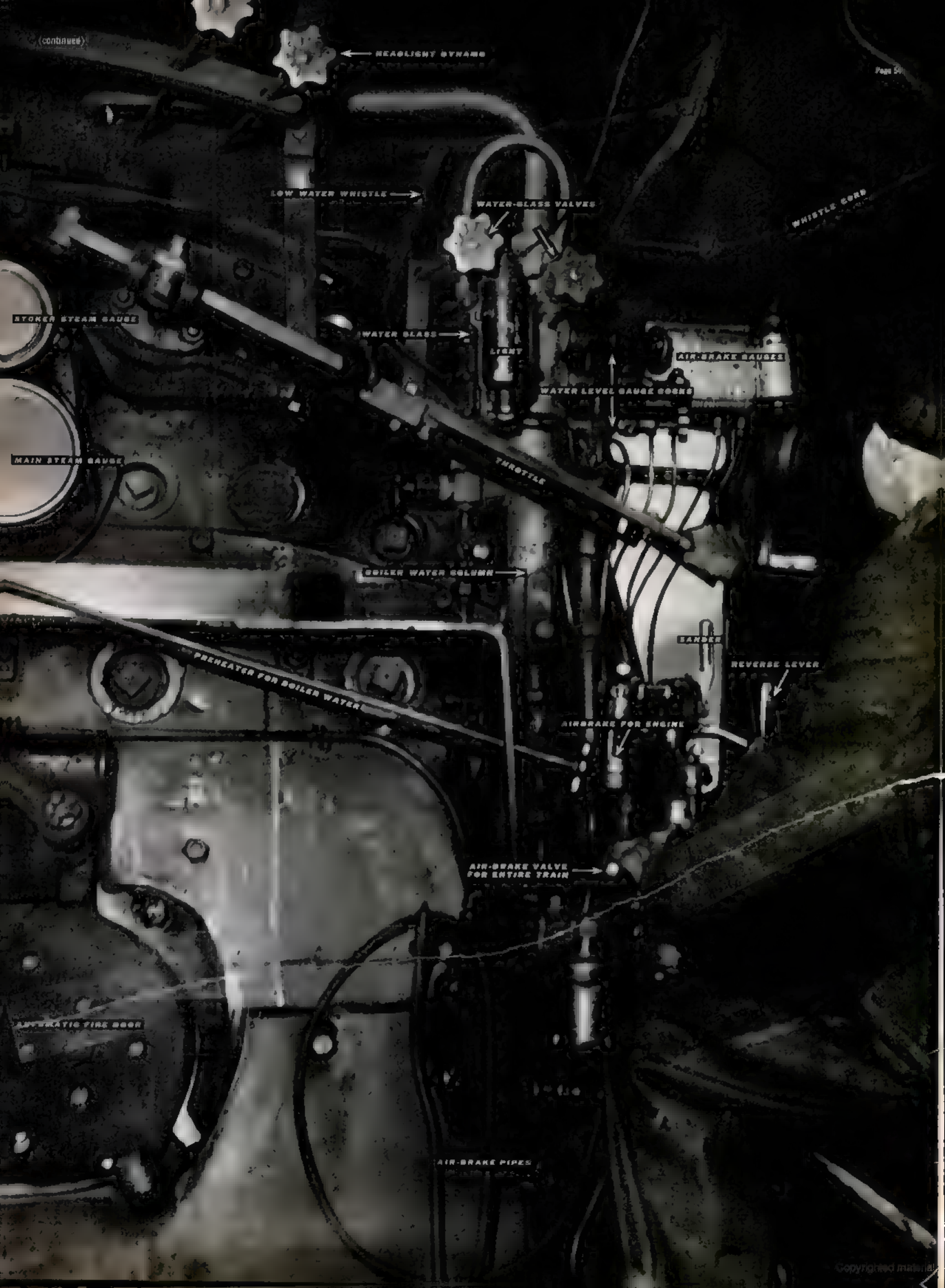
SOUTHERN'S BOARD ROOM, WASHINGTON



This 210-ft. trestle across the tiny North Broad River between Cornelia and Toccoa, Ga., must, like all right-of-way structures, be maintained in hard times as well as good.



Trains on time is the purpose of every railroad man. Schedule bulletin boards like this one at Lula, Ga., adorn every one of the Southern's stations on the Charlotte Division.



HEADLIGHT DYNAMO

LOW WATER WHISTLE

WATER-GLASS VALVES

WHISTLE CORD

STEAMER STEAM GAUGE

WATER GLASS

LIGHT

AIR-BRAKE GAUGES

WATER LEVEL GAUGE COCKS

MAIN STEAM GAUGE

THROTTLE

BOILER WATER COLUMN

SANDER

REVERSE LEVER

PREHEATER FOR BOILER WATER

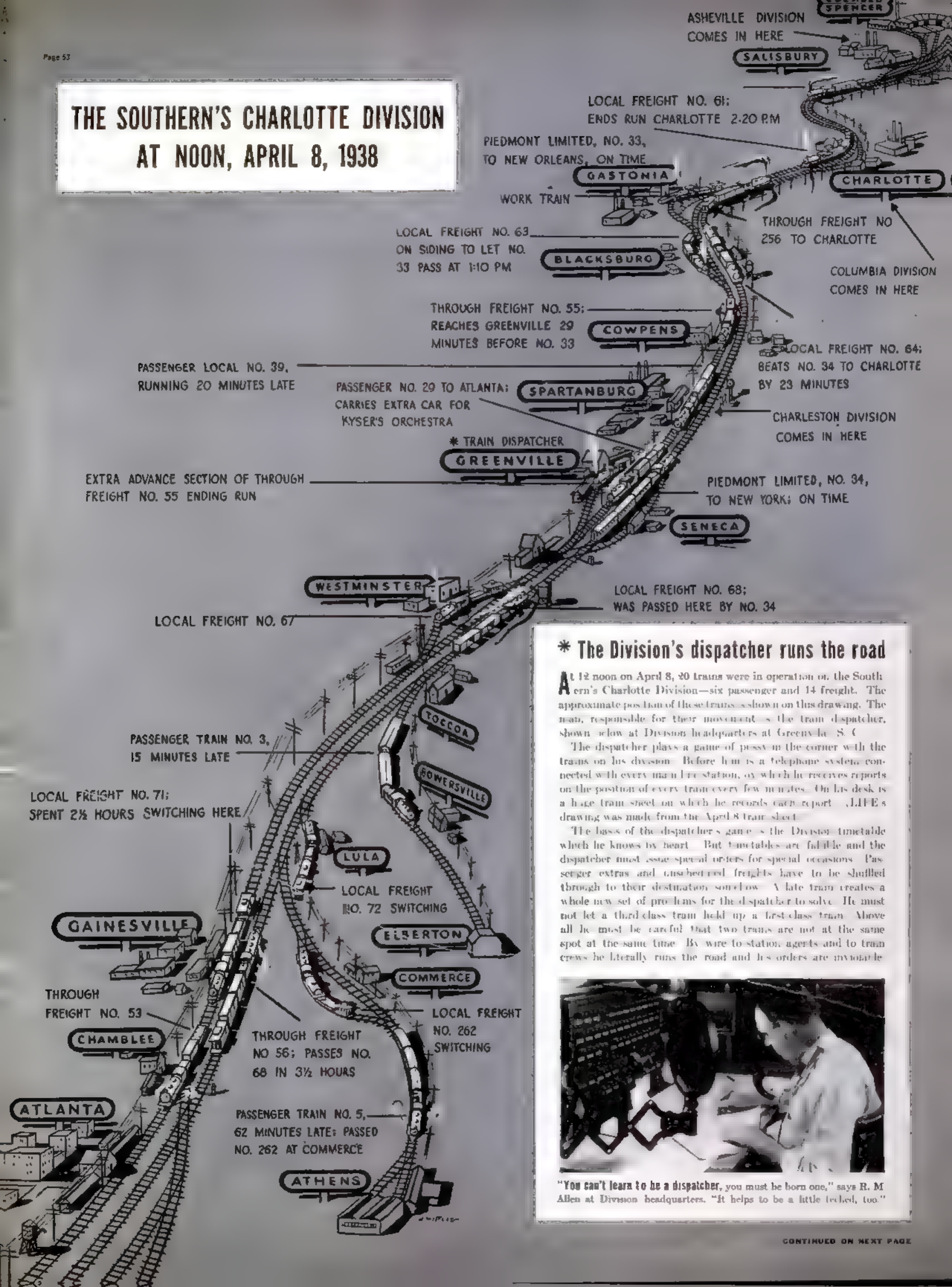
AIR-BRAKE FOR ENGINE

AIR-BRAKE VALVE FOR ENTIRE TRAIN

MANUAL FIRE DOOR

AIR-BRAKE PIPES

THE SOUTHERN'S CHARLOTTE DIVISION AT NOON, APRIL 8, 1938



* The Division's dispatcher runs the road

At 12 noon on April 8, 20 trains were in operation on the Southern's Charlotte Division—six passenger and 14 freight. The approximate position of these trains is shown on this drawing. The man responsible for their movement is the train dispatcher, shown below at Division headquarters at Greenville, S. C.

The dispatcher plays a game of possum in the corner with the trains on his division. Before him is a telephone system connected with every main line station, by which he receives reports on the position of every train every few minutes. On his desk is a huge train sheet on which he records each report. ALF's drawing was made from the April 8 train sheet.

The basis of the dispatcher's game is the Division timetable which he knows by heart. But timetables are fallible and the dispatcher must issue special orders for special occasions. Passenger extras and unscheduled freights have to be shuffled through to their destination somehow. A late train creates a whole new set of problems for the dispatcher to solve. He must not let a third class train hold up a first class train. Above all he must be careful that two trains are not at the same spot at the same time. By wire to station agents and to train crews he literally runs the road and his orders are inviolable.



"You can't learn to be a dispatcher, you must be born one," says R. M. Allen at Division headquarters. "It helps to be a little teched, too."

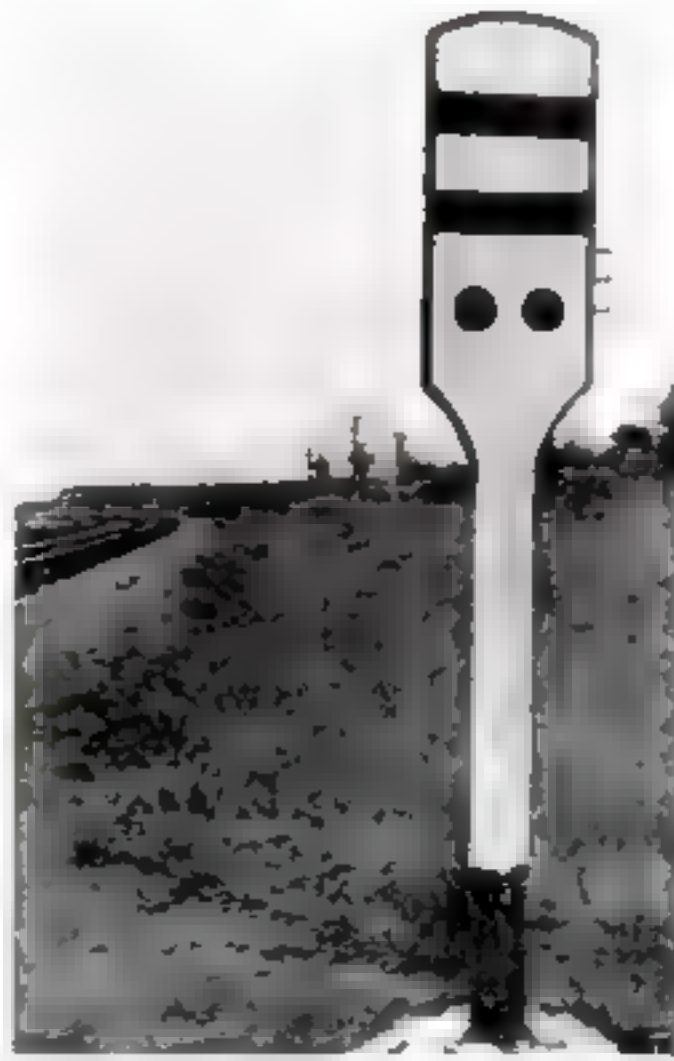
LOCOMOTIVES

Sights and Signals from Engine Cab on the Charlotte Division

A locomotive cab's interior is a maze of gadgets. On the opposite page you see the chief ones the engineer has to worry about. This engineer is stopping his train by closing the throttle and applying the air brakes of a heavy Pacific-type passenger locomotive which has twelve wheels, six of which are drivers.

When he has her rolling down the Division his most important guides are the schedule, automatic block signals, which prevent his train from crashing into another train's rear, and special orders from the dispatcher, delivered at various stations by agent-operators.

Signals from brakeman are indispensable in switching. In addition to the three basic motions a vast lore of unofficial signals has grown up, sometimes humorous as well as expressive and varying widely from one locality to another. A fertilizer plant siding is sometimes indicated by the brakeman holding his nose. Thumbs in cars mean a team track, where wagons and trucks can take on their loads direct from freight car.



Whistle post: Two long and two short blasts are called for here, indicating to the engineer the approach to a crossing.



Crossing: What the engineer whistles for. Behind a mule team, a Negro family is heading down a glaring red clay road, through second-growth pine interspersed with dogwood, for the back country. The town is Flowery Branch, Ga.



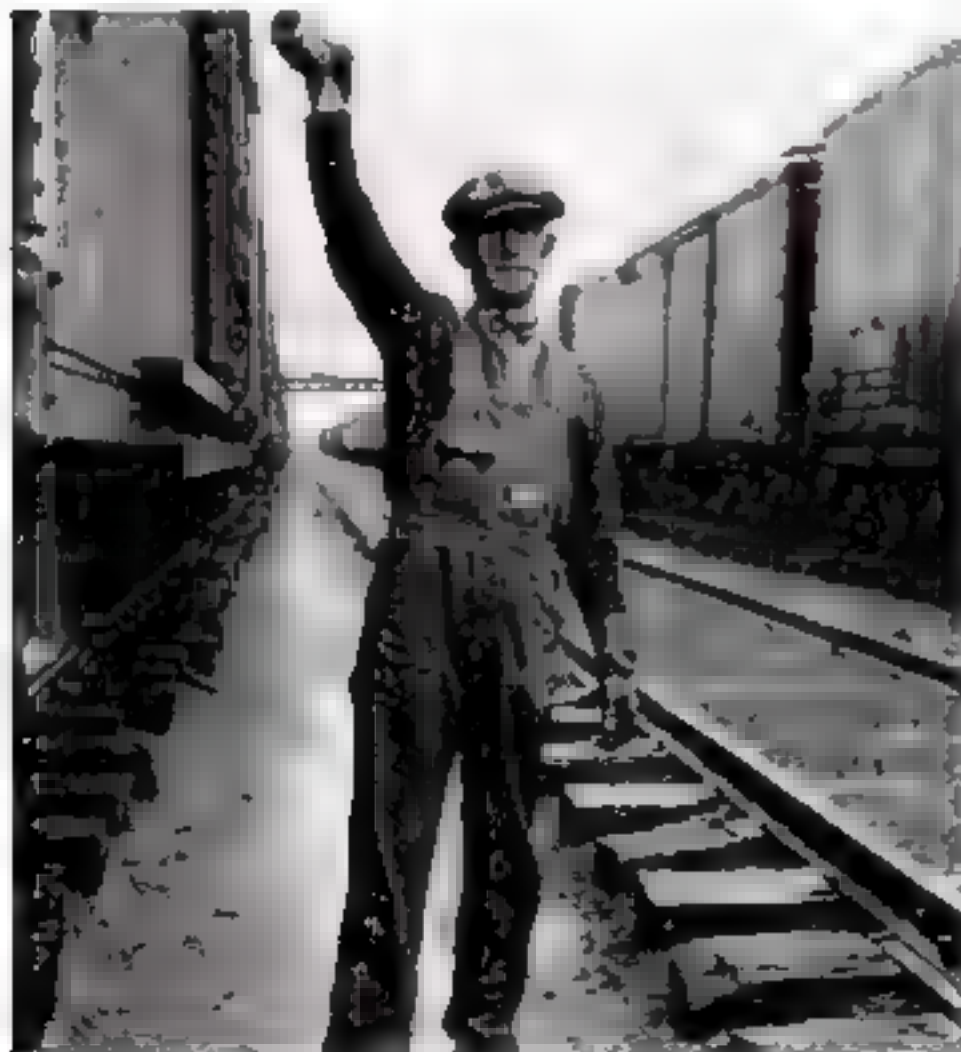
Cow: If hit by a train she becomes very valuable, for the railroad is held responsible for damages and Georgia, where this picture was taken from an official inspection car, has no State fence law.



Automatic block signal: These signs, as well as stations, and almost everything on the right of way, are identified by mileage numerals.



Warner: If a brakeman walking atop a freight feels one of these nets slap him he'd better duck because it means "low bridge." Structures being built now are high enough so the brakeman can stand erect.



Highball: Brakeman George Christian signals the engineer to proceed by swinging his arm up and down. A similar motion with the hand would mean to go ahead but more slowly.



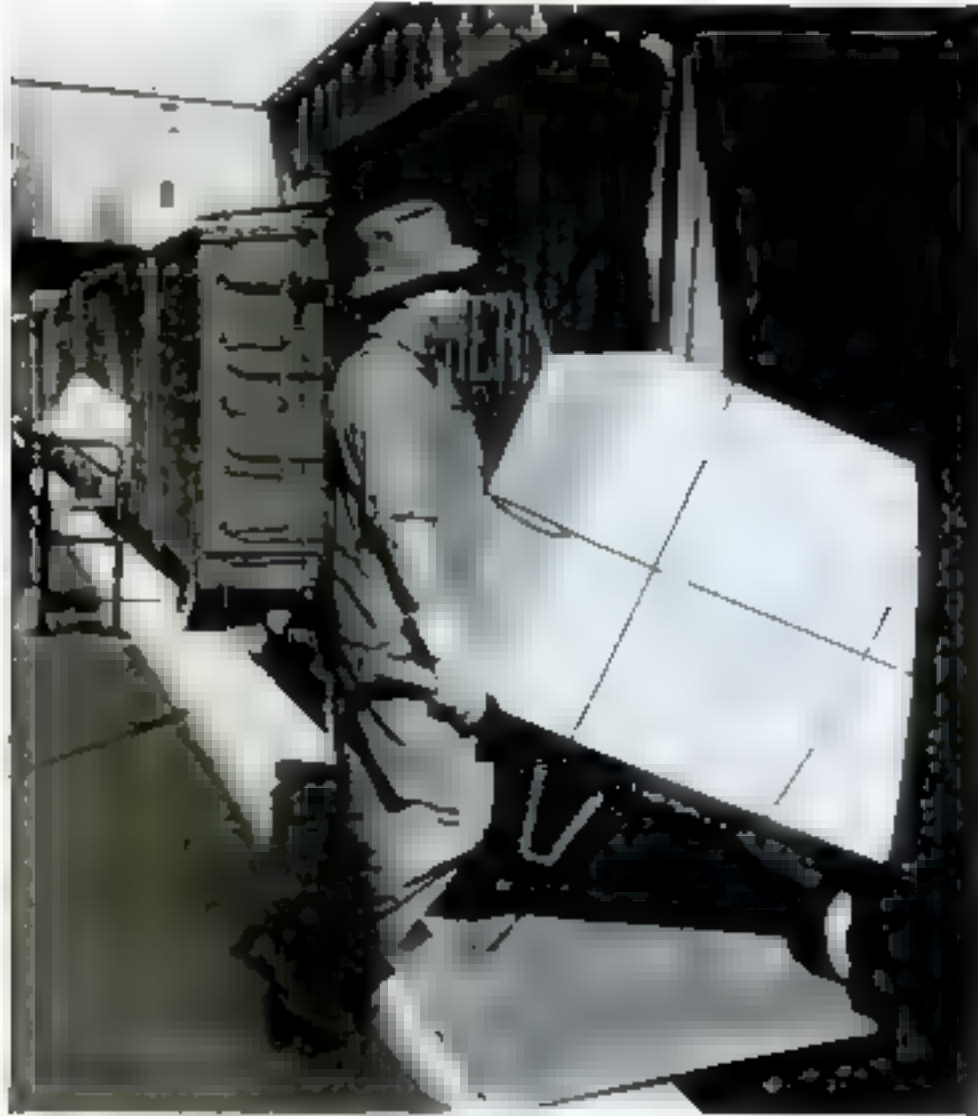
Stop: Brakeman swings his arm horizontally. At 33, Christian, with ten years service, is the youngest train-crew member who is holding a regular job on the entire Charlotte Division.



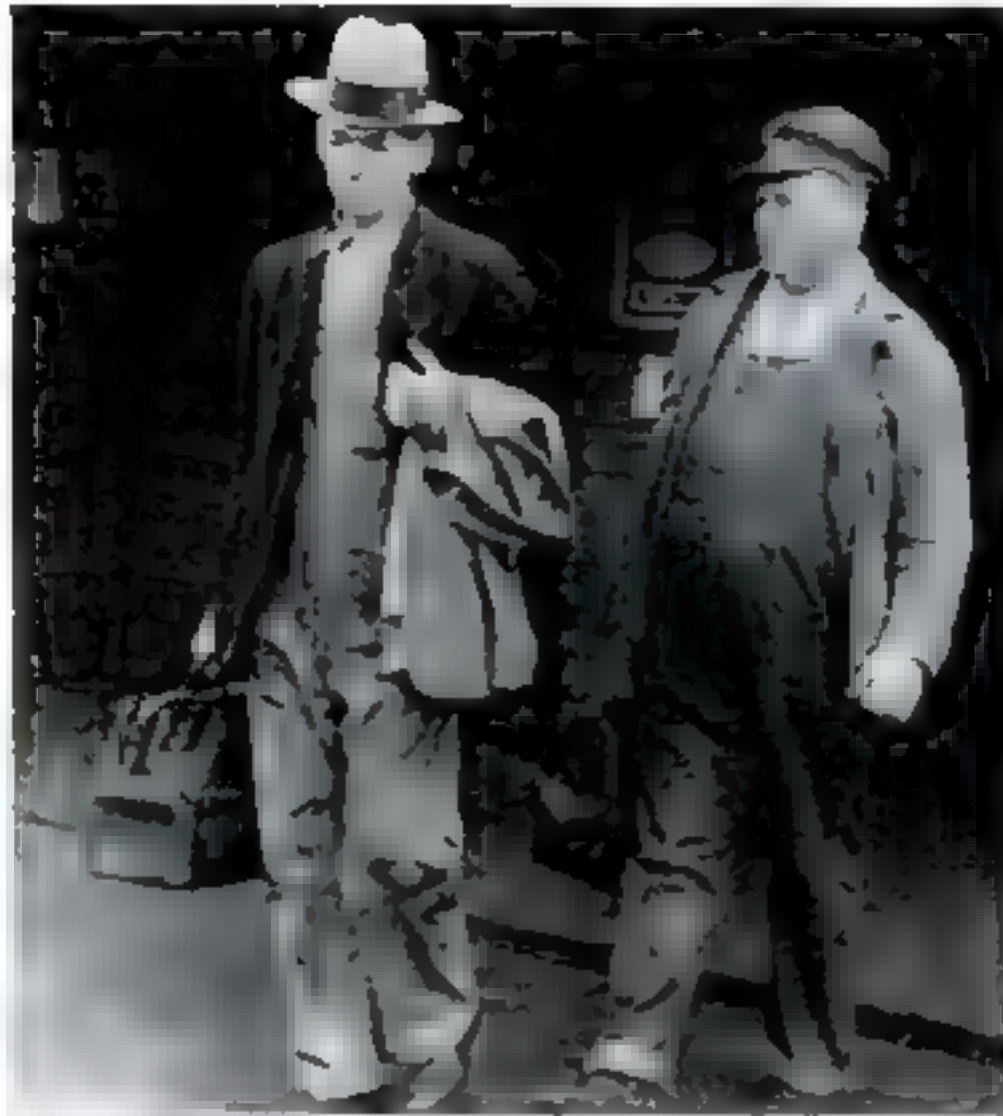
Back up: The arm is swung in a circle. In this case, the brakeman wants the engineer to back up slowly to make the coupling so he rotates his hand merely from the wrist.

RAILROADERS

These are some of the many men in many jobs on the Charlotte Division



Textiles: There is more than one cotton mill for every mile on the Division. This is at Kannapolis, Cannon towel headquarters. The cars are for the *Spinning Wheel*, crack freight.



An engine crew checks into the Division headquarters at Greenville, S. C., for its next run. Engineer Sisk (left) has been with Southern 32 years, Fireman Dalton 21 years.



Hostler J. C. Surratt slides from an engine cab at Spencer roundhouse, a form of descent frowned on in safety rules. Hostlers handle locomotives around yards between runs.



Yard conductor: Joe Brown, on the rear of a caboose at the Spencer-Salisbury terminal, supervises the making up of freight trains to turn over to conductors for their runs.



Interlocking plant: When a train approaches the Gainesville & Middleton crossing, Gainesville, Ga., R. T. Mullinax locks signals and switches against all conflicting routes.



Flagman Glyde Glenn goes back at least half a mile to the rear with flags, fuses and torpedoes to warn northbound trains that the *Spinning Wheel* is stopped at Lyman, S. C.



Section boss: D. D. Pittman, who works out of Alto, Ga., gets his track level as a new rail is put in. This is also done with a board, which a good section boss doesn't need.



Inspection car: The section boss's boss, the Division roadmaster, may chug up in a gasoline-motored vehicle like this one. The roadmaster travels about 25 days out of 30.



Railroad fans: Plenty of trains pass Buford, Ga., on the main line of the Southern but the railroad never ceases to be a source of wide-eyed wonderment for these colored boys.



Conductor J. O. ("Strawberry") Surratt looks out the cupola of the *Spinning Wheel*, crack textile freight. He's watching for hot-boxes, which occur when oil-soaked waste in journal boxes becomes dry.

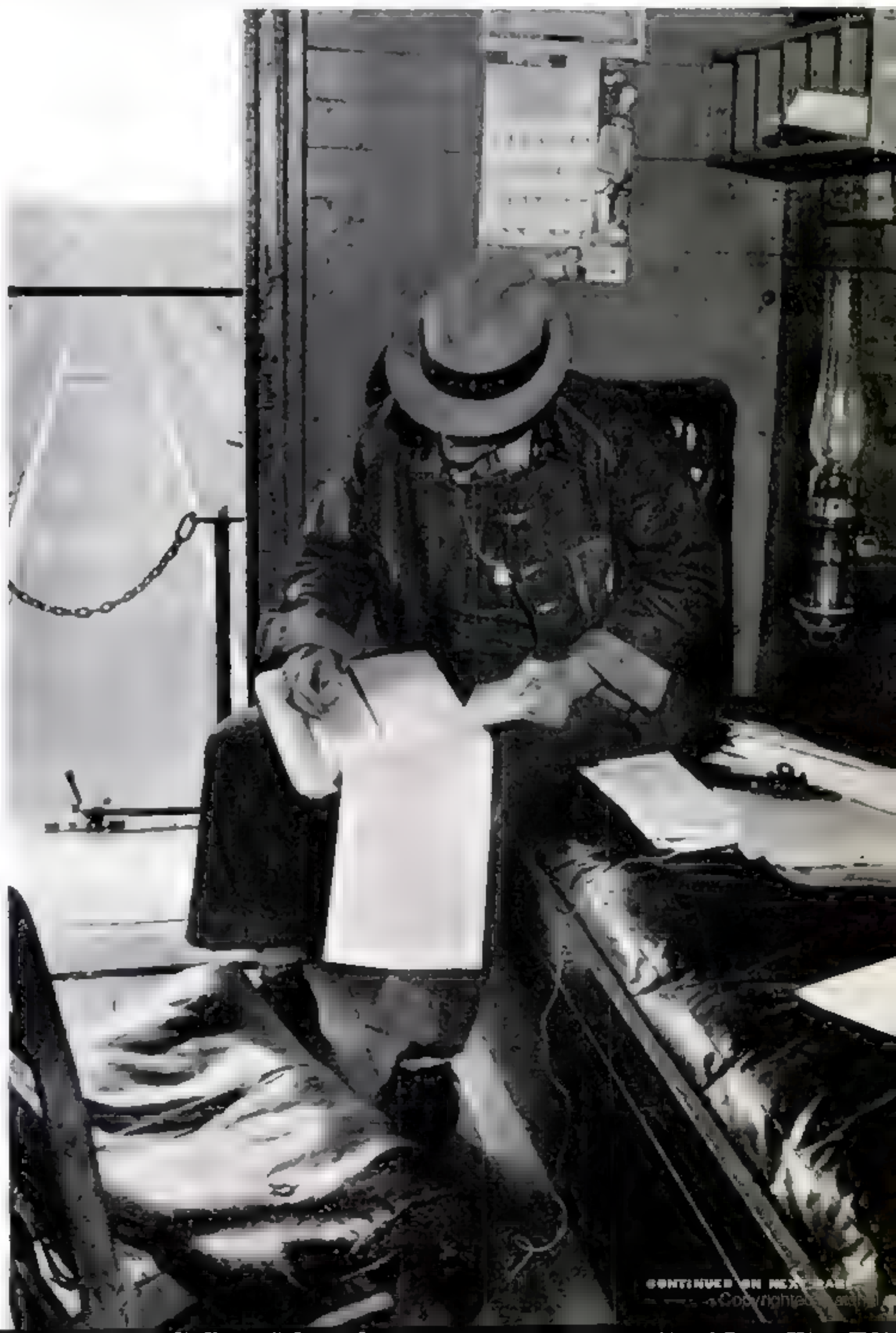


Caboose cupola from the outside. This lookout job on freights is pleasant railroading but the conductor has many other tasks to take up his time.

FLAGMAN GLYDE GLENN HELPS KEEP CAR RECORDS IN THE "SPINNING WHEEL'S" CABOOSE



Trainmaster J. M. Parker, for the south end of the Division, knows the trick of that final hoist to get up the straight steps of the caboose. Freight traffic produces 80 per cent of the Southern's gross revenue.





Nine out of ten men in the operating service of the Division have been with the road twenty years or more; most of its locomotives have had at least ten years service. But young

or old, the engines must come into the Spencer roundhouse (above) after every run for reserving and light repairs. On the 100-ft. turntable above is a 525,000-lb. Santa Fe type

engine and tender used for mountain freight on the Asheville Division, ready to enter one of the 37 stalls. Below are some of the things done to a passenger engine between runs.



No. 1397, heavy Pacific-type passenger engine, goes from the *Piedmont Limited* to inspection pits and Inspector Bob Julian



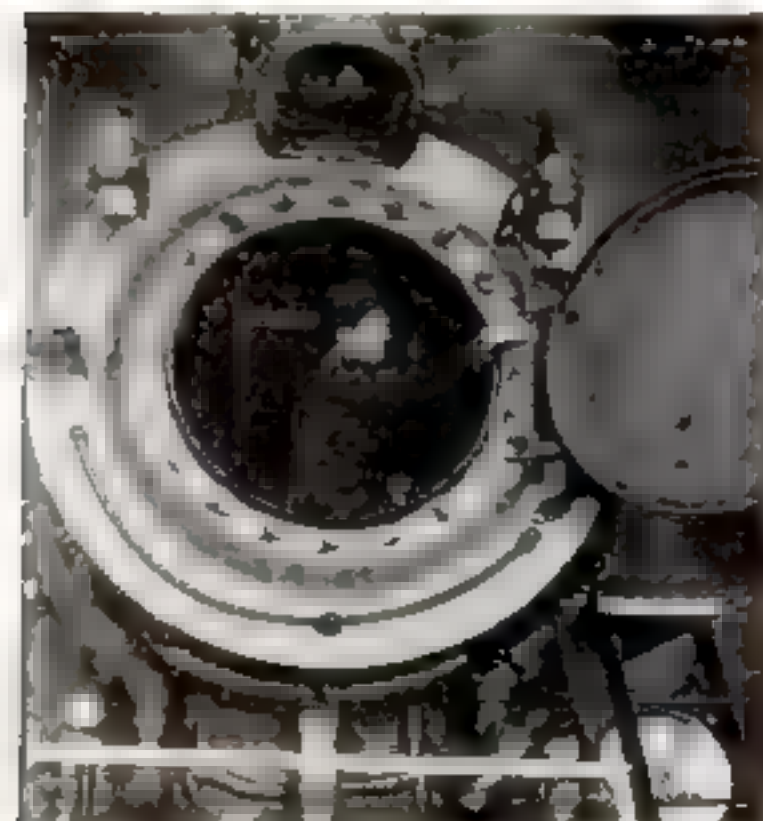
Grit is dislodged by an 80-degree mixture of oil and water; the top structure is wiped. Then No. 1397 goes to the round-house



The "hot job." Through the fire-box door and into the 140-degree interior of the just cleaned firebox goes Inspector G. W. Miller



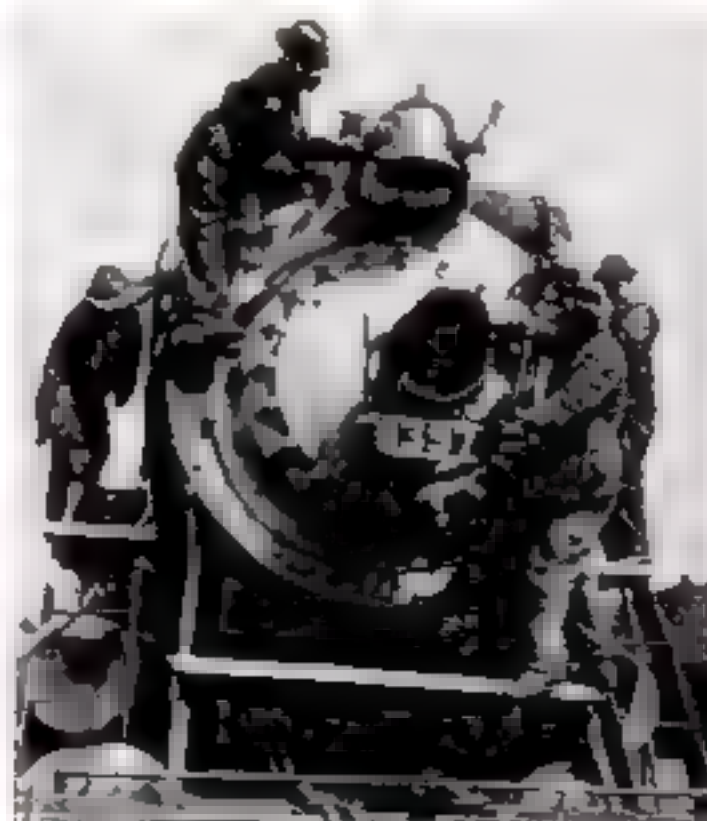
Firebox Inspector Miller emerges from in-bards of No. 1397. He taps firebox stay bolts with his hammer to see if they are tight.



Front-end inspection. No. 1397's small door is opened for a look at the smoke-box screen which keeps the live cinders from emerging,



"Piston hitting cylinder head," No. 1397's engineer reported. Workmen remove cross-head pin for one-eighth inch adjustment



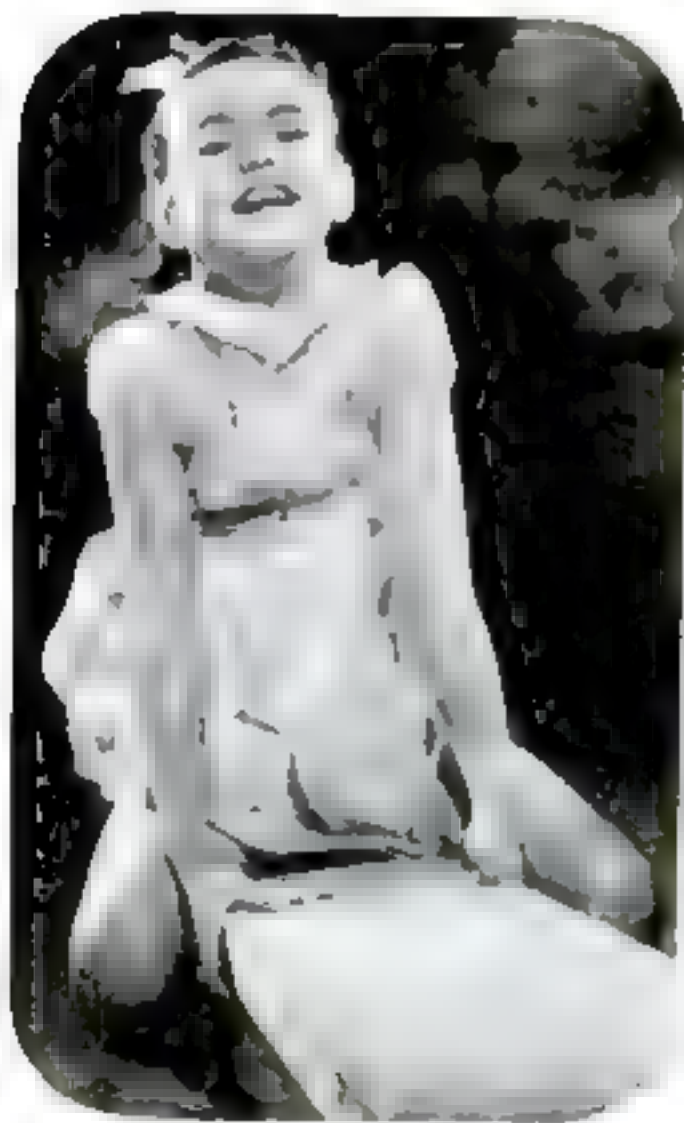
Wipers swarm over No. 1397 to make her appear as on the opposite page, bright ened and polished with aluminum paint



Sand (above), water and coal are finally taken on by No. 1397 at the elevator-like structure at top right of the round-house picture

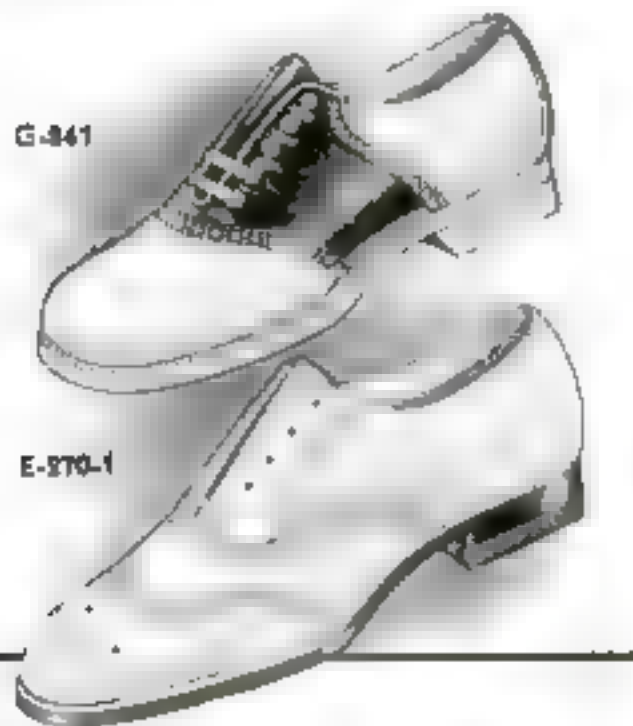


DON'T LET WRONG SHOES STEAL HER SMILE



For future health and happiness, fit your child in Buster Browns

The ill effects of wearing wrong shoes aren't always apparent at once. Often, the real suffering begins when it's too late to do much about it. So—don't wait for a danger signal. Fit your child *now* in Buster Browns. Made on scientific foot-shaping lasts, these shoes are shaped as growing feet should be shaped—arch has firm support, toes and ball of foot have ample room, heel has Health Cushion to absorb shock and help prevent pronation. At leading shoe and department stores in styles your child will like. \$2.50 to \$5.00 depending on size. Brown Shoe Company, Manufacturers, St. Louis.

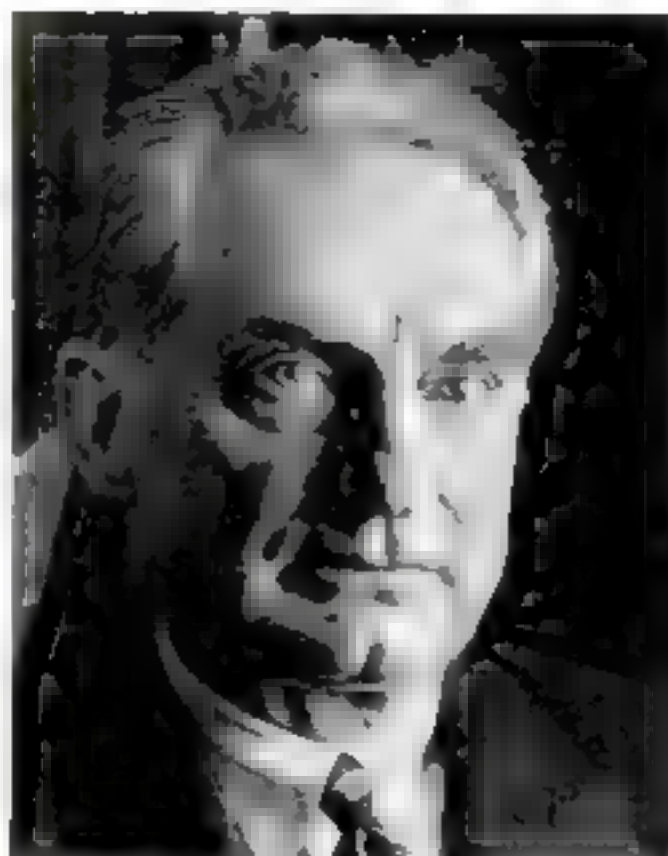


Buster Brown S H O E S

Buster's picture
in every pair



LINE OF COMMAND DOWN TO DIVISION



PRESIDENT

Ernest Eden Norris, 58, heads the officials LIFE's readers have to thank for this trip. One of the few Southern men raised more than a cinder's flight from the road's right of way, he transferred from the North Western in 1902, worked his way to dispatcher, division superintendent, assistant to president, vice president of a subsidiary and operating vice president. He succeeded President Fairfax Harrison last fall.



OPERATING VICE PRESIDENT

Harry Ashby DeButts, 43, is a Virginia Military Institute graduate. Joining the Southern in 1916, he worked as student apprentice, then as section hand, yard foreman, track supervisor, trainmaster, division superintendent and general manager of eastern lines. He took over Mr. Norris' job when the latter went up. He served as first lieutenant during the World War.



GENERAL MANAGER

George Washington Adams, 55, is in charge of eastern lines with headquarters at Charlotte. This Georgian started with the Southern at 17 after a high-school education. On the way up his jobs have included agent-operator, dispatcher, trainmaster, division superintendent. He rides the road 25 days out of 30 in his official car.



SUPERINTENDENT

Boss of Charlotte Division with headquarters at Greenville is Zeddie Lee Mobley, 48, who became superintendent on April 1. He started as student apprentice in 1913 and after working on the section became track supervisor and roadmaster. Told that "there's nothing much more for you in maintenance," he transferred to operations.



Safe auto radio



Positive station tuning without taking your eyes off the road. Manual tuning, too. This radio in your car is as enjoyable as your radio at home. Easily and quickly installed in any car.

CROSLEY Safety-tune ROAMIO

A report to LIFE's Readers on "The Birth of a Baby"

The Editors of LIFE are grateful to the readers of LIFE for the support they have given our action in publishing a sequence of pictures from the educational movie, "The Birth of a Baby."

These pictures stirred up more controversy than any magazine article had ever before aroused—together with some fifty instances of official censorship for which we were totally unprepared in view of the fact that the pictures were sponsored by all the leading medical associations, endorsed by the Surgeon-General of the United States, and formally approved for mailing by the United States Post Office.

Some newspaper reports may have given the impression that this censorship was widespread, but actually not more than 50 or 60 of all the thousands of cities and towns in the United States took any action to interfere with the sale of LIFE, and in many of these the ban was subsequently lifted. With half a dozen exceptions, the censorship was confined to the Northeast.

When the first police ban was announced, LIFE planned to take each separate case into court, but it became obviously impossible to fight test actions over a small potential fine in an indefinite number of towns.

Consequently, the only places where test cases were tried were New Haven, Conn., Cambridge and Boston, Mass., St. Louis, Mo., Buffalo, N. Y., and Bronx County, New York City (where the Publisher of LIFE himself volunteered to stand trial in person in order to halt the arrest of small news dealers).

LIFE won an immediate verdict in New Haven and in Buffalo, where the courts ruled that there was nothing indecent or obscene about the pictures; and the publishers confidently expect a similar vindication in Cambridge, Boston, St. Louis, and New York City.

Meanwhile, the American Institute of Public Opinion has conducted a nationwide survey to determine the public reaction to "The Birth of a Baby" in LIFE, and Dr. George Gallup, its director, has announced that this survey "clearly indicated that the public was not offended," and that "an overwhelming majority of 17,000,000 adults who saw the childbirth pictures in LIFE did not consider them indecent and approved thoroughly of their publication."

"The Institute's survey," he added, "showed no substantial difference of opinion between men and women. Both sexes approved of the publication of the photographs by almost equal majorities."

Within ten days after the issue appeared, the Editors of LIFE received several thousand letters from readers. Some of them took strong objection to the sequence, but a very clear majority expressed enthusiasm for LIFE's action as an important educational service and a contribution towards saving the lives of thousands of mothers and babies who, through ignorance, die unnecessarily in childbirth each year.

Enthusiastic endorsements came from public health officials, religious leaders, educators, psychologists, social and welfare agencies, and medical and health associations, as well as both parents and children. They included: the Director of the U. S. Children's Bureau; the Editor of the Journal of the American Medical Association; the Chairman of the Committee on Marriage, the Family and the Home of the Central Conference of American Rabbis; the President of the Catholic Young Women's Club of New York City; the General Director of the New York Association for Improving the Condition of the Poor; the Executive Secretary of the American Public Health Association; the Executive Secretary of the Federal Council of Churches of Christ in America; and members of the National Council of the YMCA and the Family Relationships Committee of the National Board of the YWCA.

Mrs. Franklin D. Roosevelt told the Associated Press that she approved "The Birth of a Baby" pictures in LIFE and hoped to see the movie from which the pictures were taken. "It seems to me that in this case the intent is to supply people with information which should be valuable," she told another press association. "There is nothing that is not serious and done with educational intent so far as I can see. I never think that honest things are bad."

With only two known exceptions, newspaper editorials from coast to coast endorsed LIFE's action in publishing the pictures. The consensus of their opinion was typified by the verdict of the newspaper man's own magazine—Editor & Publisher—which said, editorially:

"The LIFE sequence is done with the utmost delicacy. For our part, and from considerable experience as a parent, we can point to no better channel of education than pictures selected by an editor with a sense of delicacy, balance and intelligence."

The court actions in The Bronx, Boston, Cambridge and St. Louis should be decided shortly. When the last case is settled, the whole matter will be closed as far as LIFE is concerned.

There remains one question which many readers have asked us and which we are glad to answer: "What effect did these pictures have on LIFE's circulation?"

No additional copies of the April 11th issue were printed, and the only additional copies which any newsdealers received were copies which had been re-shipped from the few places where the police refused to allow LIFE to go on sale unless the baby pictures were removed.

As for the long term effect on LIFE's circulation, we can only say that on each succeeding issue of 1938 LIFE's circulation has shown an increase over the previous week. And this upward trend has been continued since the publication of "The Birth of a Baby" sequence.

The Editors

Among the first to approve

- Abbott, former Director of the United States Children's Bureau
- Fred L. Adair, Chairman, The American Committee on Maternal Welfare
- James Truslow Adams, Historian, Author of "The Epic of America."
- Walter Alvarez, Mayo Clinic, Rochester, Minn.
- Constance Armstrong, President, Catholic Young Women's Club, New York City
- Reginald M. Atwater, Executive Secretary, American Health Association
- Harry Elmer Barnes, Educator and Writer
- Wilton A. Barrett, Executive Secretary, The National Board of Review
- Cornelius Brett Boockock, Headmaster, Haverford School
- Dr. A. A. Brill, psychiatrist
- Dr. Herman M. Bundesen, President, Chicago Board of Health
- Bailey B. Burritt, General Director, Association for Improving the Condition of the Poor
- John Erskine, Author
- Clifton Fadiman, Critic
- Edna Ferber, Author
- Dr. Morris Fishbein, Editor of the Journal of the American Medical Association
- Homer Folks, Director of the State Charities Aid Society
- Lewis S. Gannett, Critic
- Dr. Arnold Gesell, Director, Yale Clinic of Child Development
- Sidney E. Goldstein, Chairman, Committee on Marriage, the Family and the Home, Central Conference of American Rabbis
- Charles H. Goodrich, President of the Medical Society of the State of New York
- Abel J. Gregg, National Council of the Y.M.C.A.
- Sidonia M. Gruenberg, Director, Child Study Association of America
- Aline Davis Hays, President, League of Women's Shoppers, New York City
- Dr. Henry F. Helmholz, Head of Section of Pediatrics at Mayo Clinic, Rochester, Minn.
- Dr. Joseph Jastrow, Psychiatrist
- Dr. Smith Ely Jelliffe, Neurologist
- Alvin Johnson, Economist, Director of the New School for Social Research
- Waldemar Kaempffert, Science Editor of The New York Times
- Paul U. Kellogg, Author; Founder of Survey Associates
- W. W. Kemp, Dean of the School of Education, University of California, Berkeley, Calif.
- Joseph Wood Krutch, Lecturer and Author
- Grace Langdon, Specialist in Parent Education, Home Making and Nursery School, W.P.A., Washington, D. C.
- Katharine Lanroot, Director, U. S. Children's Bureau
- H. L. Mencken, Author and Editor
- Edna St. Vincent Millay, Poet
- Walter M. Pitkin, Author
- Gilbert Seldes, Author and Critic
- Guy Emery Shipley, Editor The Churchman
- Father Sill, Founder and Headmaster of Kent School
- Herbert W. Smith, Principal, Fieldston School
- Dr. M. P. Spearman, Editor of "Southwestern Medicine"
- Rev. Worth M. Tippy, Executive Secretary of the Federal Council of the Churches of Christ in America
- Rabbi Stephen S. Wise, President of American Jewish Congress, Founder and Trustee of Near East Relief



The bird-in-the-gilded-cage idea was first spotted by LIFE at the Webster Hall New Year's Eve dance Jan. 17 — was repeated by this fancy-dress couple at the Triad Arts Ball.



Camel Cigarettes were spoofed by the lady with the sign on her back. The Tyrolean is Rockwell Kent with his daughter Mrs. Charles A. Pearce whose husband is a New York publisher. Artist Kent belongs to the "55 Club" (see button) because he is 55. At left Paula Converse parodies the New York Times slogan "All the News That's Fit to Print."

Life Goes to a Party

with commercial artists who spoof their work



The United American Artists is a trade union whose members include commercial artists, fine artists and models. On April 9, in New York, the Commercial Artists section of this serious-minded group let down its collective hair, gave a party that was anything but serious.

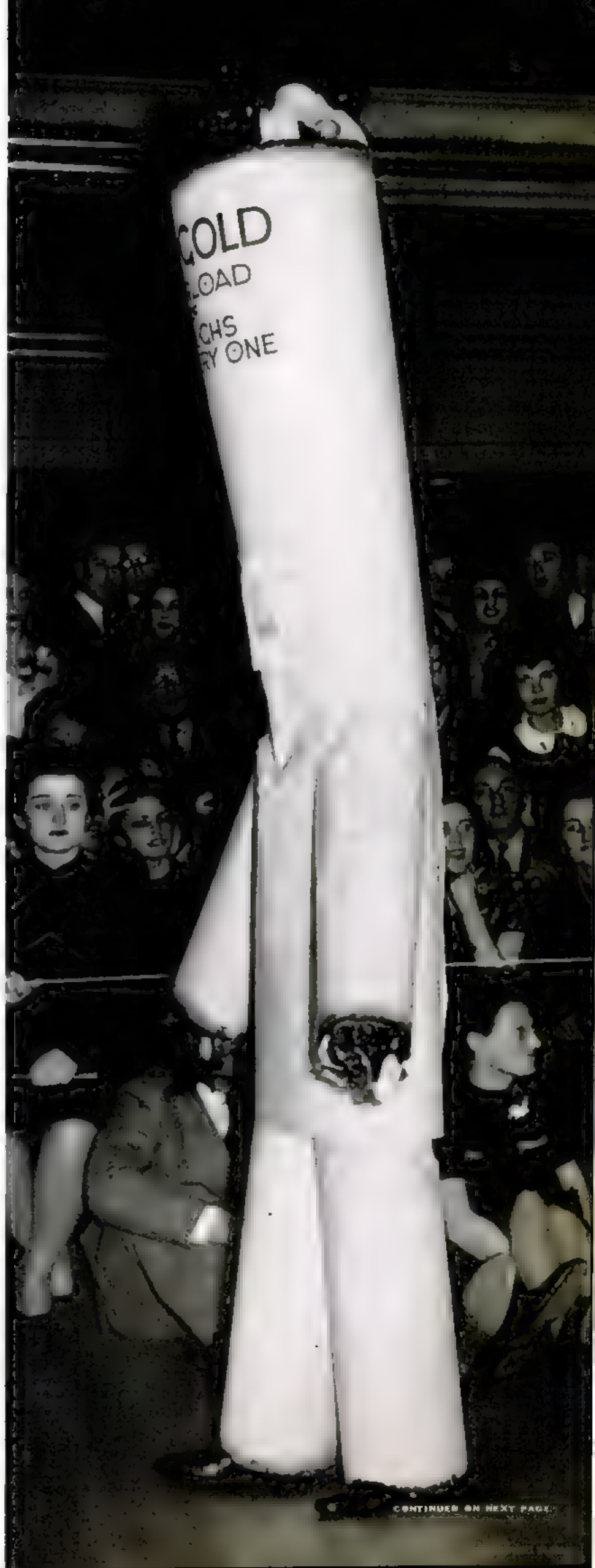
Some 2,000 revelers, many of them advertising artists, crowded into the grand ballroom of Mecca Temple. About one-fourth of them sported costumes satirizing the advertisements which they illustrated. Old Golds, Heinz pickles, Wrigley's gum, Alka-Seltzer and Ballantine's Ale were some of the products which came in for their share of good-natured spoofing before a large & appreciative audience that included such famed artists

as Rockwell Kent and Carl Rose.

Because LIFE's photographers were the only practicing cameramen admitted to the commercial artists' party at Mecca Temple, the poster (inset) embellished the ticket office where guests in costume received a 20% rebate on their \$1.50 tickets. Third annual fixture in the United Artists' history, the dance lasted until 5 a.m. and cleared some \$1,000 which helped swell the union's coffers.

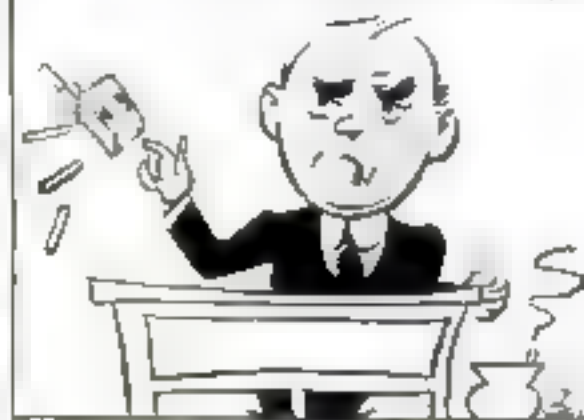


This lively skeleton who wears the Ionized Yeast slogan is Ben Minkoff, commercial artist who served as chairman of the mAd Arts Ball. Dancing with him is Charita Jeronimo, a fashion model for Stern Bros. department store. Concealed in the Old Gold getup at right is Al Windley, animated motion-picture cartoonist who works on *Popeye*.



CONTINUED ON NEXT PAGE

Smoked all day....
now tastes like hay



"Devil to pay"...
employees say



"Gargle with PEPSODENT"...
says Faithful Fay



Again taste's okay....
end o' perfect day!

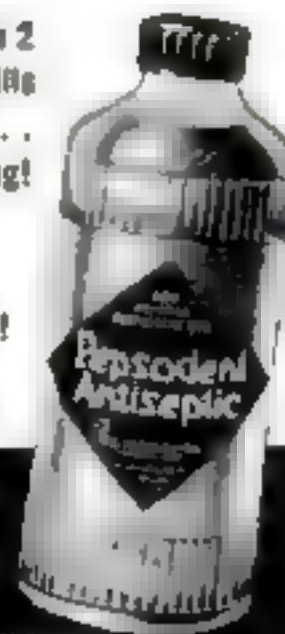


In Germ-killing power...

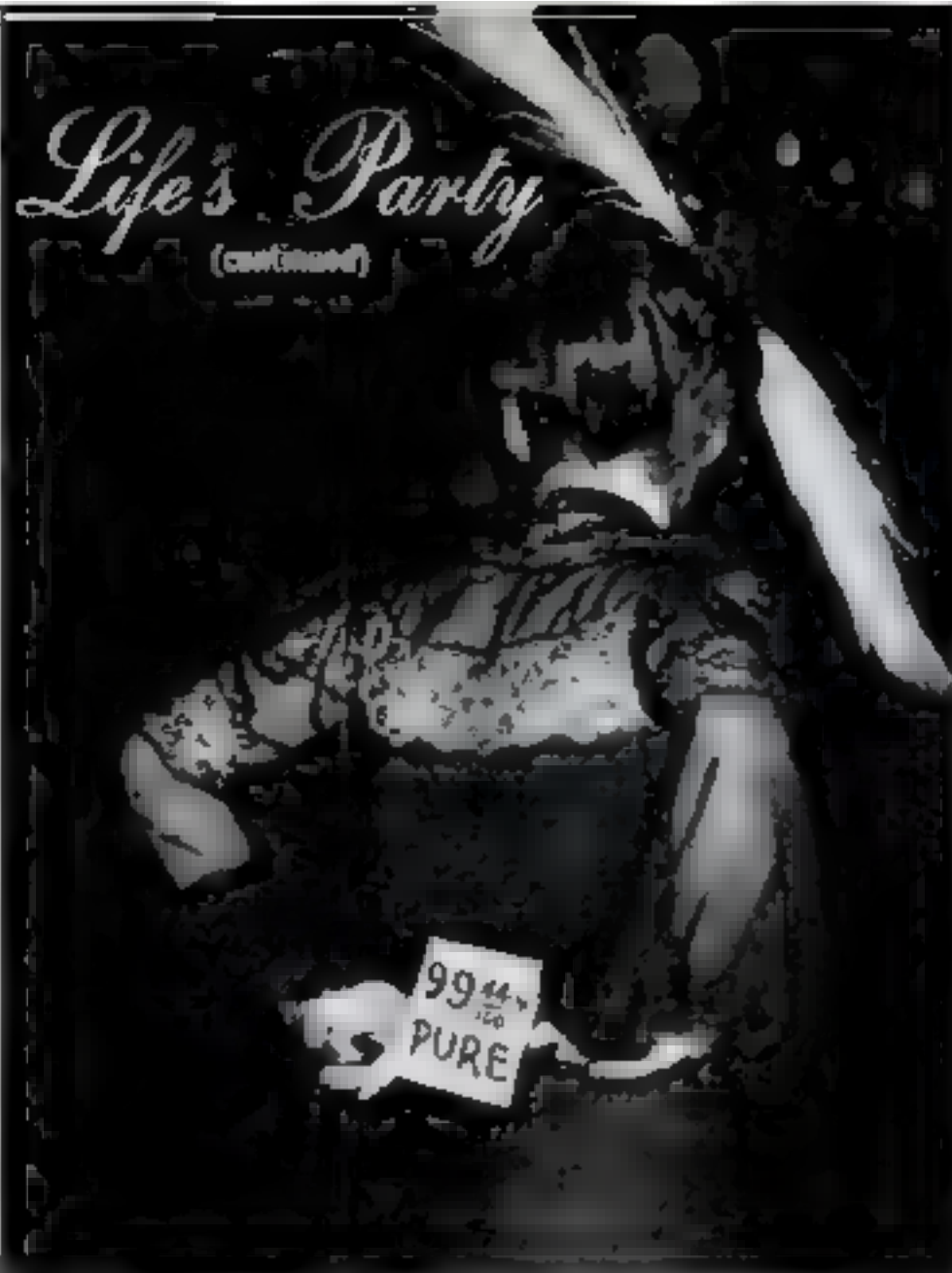
**1 BOTTLE
PEPSODENT ANTISEPTIC
EQUALS 3 BOTTLES
OF ORDINARY KINDS**

Even when diluted with 2
parts water, still kills
germs in seconds...
Lasts 3 times as long!

**MAKES YOUR
MONEY GO 3
TIMES AS FAR!**



**PEPSODENT
ANTISEPTIC**
keeps your
**MOUTH and BREATH
SWEETER
HOURS LONGER**



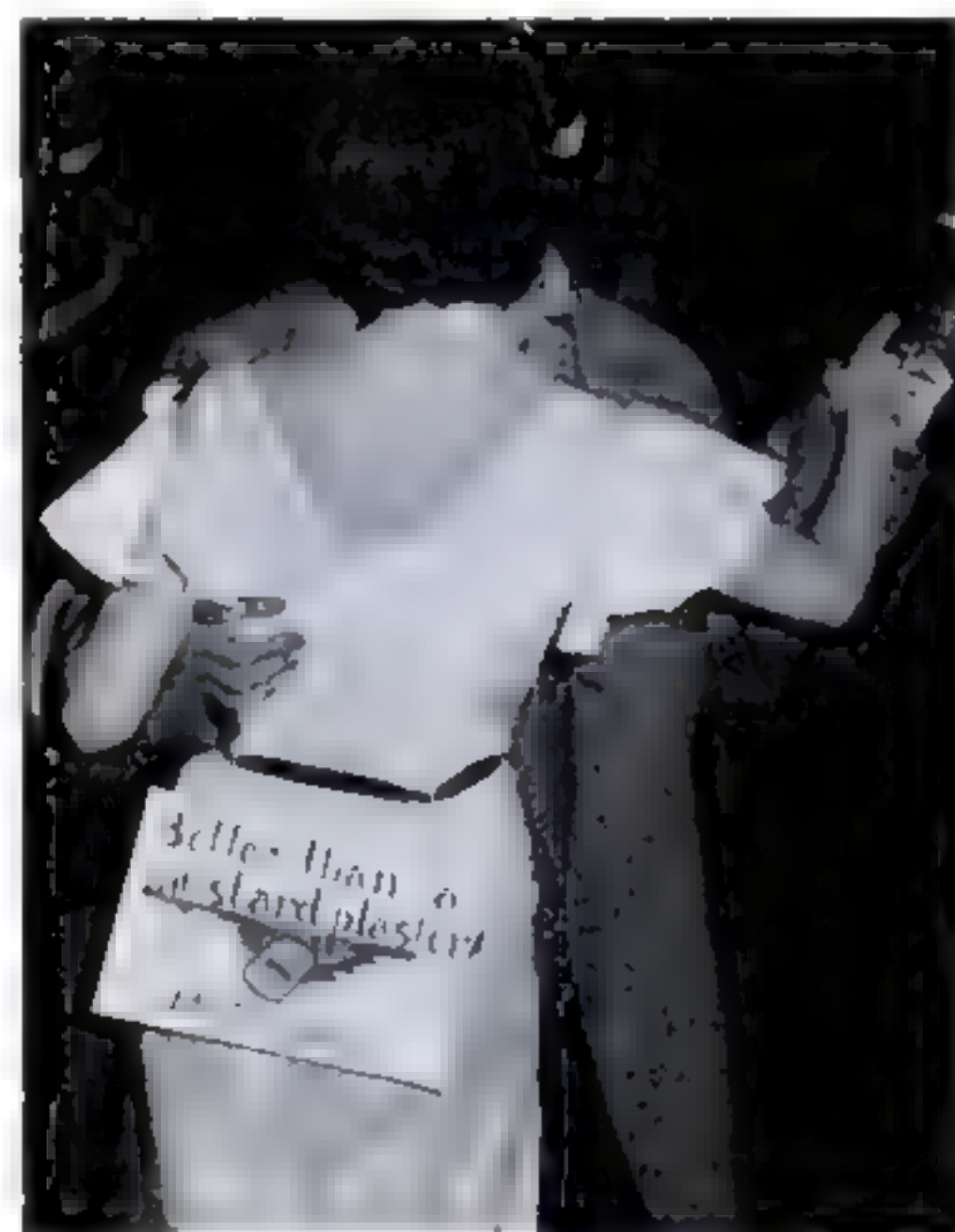
Ivory Soap came in for its share of attention at the ball whose costume judges included Artists Kent, Hoff and Birnbaum.



Third prize, a good watercolor set, went to Lillian Astar, an animated motion-picture cartoonist who came as a plate of Jell-O.



Completely plastered was this liquorish trio which advertised practically everything from Irish whisky to Crème de Cassis.



An unorthodox advertisement for Musterole prominently embellished the stern of this light-hearted mAd Arts partygoer.

ALEX HABERSTRAW CAME AS A DINING TABLE FOR GULDEN'S MUSTARD





"Travel in Germany This Summer" was the title of Virginia Tobey's costume which won first prize of a case of Johnnie Walker whisky and a case of Alka-Seltzer. At centre is Maxwell Wolodan as White Rock's "On the Alkaline Side." At right Philip Johnson displays a "Burlinsoi face." Below, two ribald champions of Herbert Tareyton Cigarettes and Keep-Kissable White Owl cigars.



PRETTY SOFT FOR YOU!



Nettleton LOAFER

WITH HAND-SEWN
ALCONQUIN SEAM

Tan luggage grain. Crape rubber
sole. No lining. No stiffness.

\$7.85

Came the soft suit, the soft
shirt, and now the SOFT SHOE.
Why not? It's comfortable. It's
good-looking. It's serviceable.
A brand new shoe idea . . . by
Nettleton . . . it's sweeping the
nation. Write now for name of
nearest dealer and complete
style booklet.

A. E. NETTLETON CO. • Syracuse, N. Y.

Famous OLD FORESTER

At Reduced Price

AMERICA'S "GUEST WHISKY" Since 1870

● Now substantial reserves
of this premium quality
whisky make a real price re-
duction possible. Your taste
will confirm what the label
says. "There is nothing
better in the market."

180 PROOF

BROWN-FORMAN DISTILLERY
CO., INCORPORATED AT
LOUISVILLE IN KENTUCKY



A BROWN-FORMAN QUALITY PRODUCT

PICTURES TO THE EDITORS



Shall we make it a date? Come and roam on our 30,000 miles of scenic highways—shake off Winter among the loveliest displays of dogwood, orchard bloom and mountain laurel in the world. •Come and see Spring—in Pennsylvania!

PLAN TO VISIT GETTYSBURG July 1st to 4th

75th Anniversary of the Battle . . .
Last Reunion of the Blue and Gray
. . . an event you must not miss—
bring the children!

FREE

Big 128 page Book, State Map
in color and your Hospitality
Passport. Write Dept. L.



SPLASH!

Sirs

Your photographs in *LIFE* (April 11) of the christening of the Swedish airplane at the Philadelphia Navy Yard, in which the sponsor was soaked with champagne, reminds me of a somewhat similar photograph I made recently at the same Navy Yard.

I am enclosing a picture of the "splash" at the launching of the cruiser U. S. S. *Wichita*. The sponsor, Miss Margaret Ayres, daughter of the former chairman of the Federal Trade Commission is hardly noticeable behind the spray.

THEODORE SILBERSTEIN
University of Pennsylvania
Philadelphia, Pa.



TENNESSEE TWINS

Sirs

Most faces change but not those of Lem and Bill Burton, 70-year-old twins of Putnam County, Tenn. They have lived together all their lives, and have not spent more than three days apart. The tintype was taken when they were 6 years old, the other picture a few weeks ago. The recent picture was not posed intentionally to conform with the tintype. Lem is at the left in both pictures.

ROBERT LASSETER

Nashville, Tenn.

SALT DESERT CROSSING

Airs:

I am sending you some photographs of the Salt Desert and the old emigrant trail still visible there. This desert was an obstacle in the path of emigrant wagons bound for California in early days. In 1848, thinking to save time by making a cutoff, the Donner party attempted to cross it without a guide and soon found themselves in serious trouble. It was 80 miles between water holes. Many cattle

died of thirst and many wagons had to be abandoned. The entire party suffered greatly from thirst, but fortunately no human lives were lost.

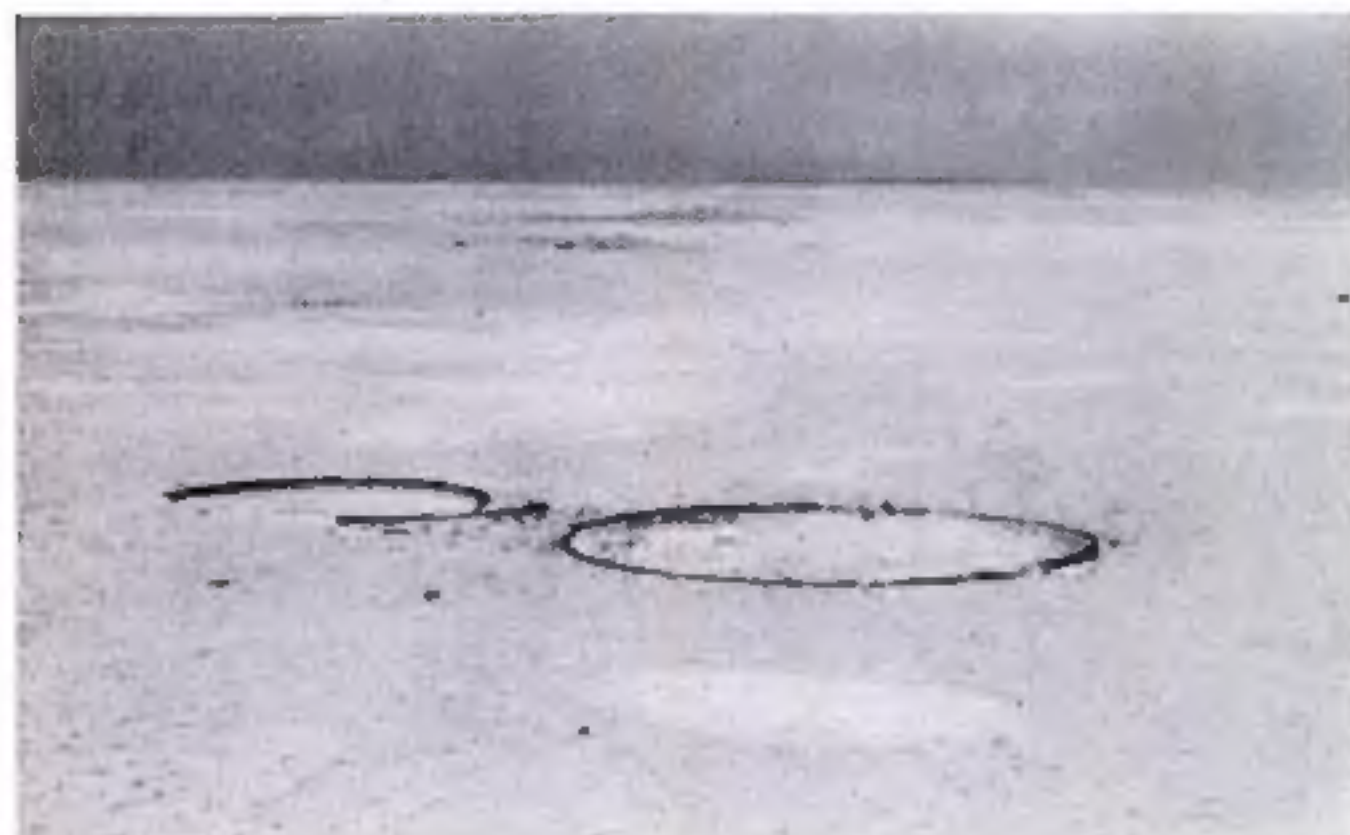
Due to the peculiarity of the soil, tracks of the Donner wagons and even footprints of men and oxen are still preserved in the salty surface. The old trail is lined with articles lost or abandoned during that journey of 1846.

CHARLES KELLY

Salt Lake City, Utah



DONNER PARTY'S TRACKS ACROSS SALT DESERT MADE IN 1846



WAGON-WHEEL RIMS ARE CIRCLES OF RUST ON SALT



THIS HORSE DIED 12 YEARS AGO ALONG DONNER TRAIL

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KOOLS ARE QUITE A CATCH!

Come on, folks...relax! Summer's coming! Swear off those hot cigarettes that steam-heat your mouth and throat. Switch to KOOLS and enjoy the cooling difference. You get all the flavor of the hearty Turkish-Domestic blend *plus* that touch of mild menthol that takes the parch and swelter out of your smoking. You get valuable coupons, too... good in the United States for many attractive and useful premiums.

UNION MADE

TUNE IN Tommy Dorsey and his famous orchestra. Wednesdays, 8:30 P.M., E.D.S.T., NBC Red Network.



COUPONS ON EVERY PACK...GOOD FOR PREMIUMS LIKE THESE



Glassware—banded, 6 highball, or 6 tea, or 6 old fashioned—100 coupons.

FREE. Write for illustrated 32-page B & W premium booklet, No. 14. Address the Brown & Williamson Tobacco Corp., Box 599, Louisville, Kentucky.

Fishing Tackle. Shakespeare bait and fly casting rods and reels: 475—600 coupons.

B & W COUPONS ALSO PACKED IN RALEIGH & VICEROY CIGARETTES; BIG BEN SMOKING TOBACCO

FEEL LIVE AT 5



Here's the surest sign of an office using noiseless typewriters—the end of the day is serene. Nerve shattering last minute "rush" is happily unnecessary. For the typewriters in the office are **noiseless**—therefore efficient.

To you who have worked against the hammering clatter of noisy typewriters, late afternoon peak load has always been a torture—a time battling with error. Naturally. Minds worn ragged by typewriter noise shun thinking, rebel against work that needs doing. That's the time people say "Let's get together on that first thing in the morning."

MAKE THE FIVE O'CLOCK TEST

To know what a quiet office can do to help you work a full day—make the 5 o'clock test in your office. Without obligation, try a Remington Noiseless. Everyone in your office will then be able to finish the day "in high" with plenty of vitality to spare for an evening of pleasure.



Remington Rand Inc.
BUFFALO, N. Y.

World's Largest Manufacturer of Noiseless and Portable Typewriters



More Remingtons built and sold in 1937 than any other make.

"The Brandy of Napoleon"

COURVOISIER

You, too, will like it

24 Proof

F. C. G. IMPORTERS, INC. • NEW YORK



The Morning After Taking Carter's Little Liver Pills

JANE DARLING—

How can I ever thank you enough for suggesting Cuticura Soap and Ointment for my blackheads and coarse pores. These beauty-robbing faults don't last long once Cuticura gets to work. The whole family uses it now. Always, Mary. Soap 25¢. Ointment 25¢. FREE sample. Write "Cuticura", Dept. 42, Malden, Mass.

PICTURES TO THE EDITORS

(continued)

MULE

This mule is probably the youngest you have ever seen. 8 hours and 45 minutes old. The boy scratching the mule is my 5-year-old son, Hugh. The girl scratching

herself is his 7-year-old cousin, Anna Myri Rice on whose farm the baby hybrid was foaled.

HUGH O. POTTER

Owensboro Publishing Co.
Owensboro, Ky.



COYOTE

Sirs:

On a recent hunting trip near Eureka, Utah, I came upon this coyote in a comfortable setting, but under rather excruciating circumstances. Betrayed by

his own lust, he fell a victim of a trap beside the carcass despite his natural cunning instinct of impending danger.

E. L. RUSSELL

Maywood, Calif.



HORSE

Sirs:

This is not a photographic deception. Deuce, the colt shown in the picture, was born without even vestigial front legs on the farm of Lawrence DeShazo seven miles southwest of Bristow, Okla. When a high-school journalism student wrote the story April 1 and sent it down to me on the city desk of the Bristow Record, I chucked it in the basket along with other April Fool yarns. In an argument with a reporter I volunteered to eat my hat without salt if the story wasn't phoney. So now I'm looking around for recipes that will make my headgear palatable.

The colt is husky and vigorous, and a veterinarian said he saw no reason it shouldn't live to a ripe old age.

HOWARD BRISCO
City Editor

Bristow Record
Bristow, Okla.



National Distillers
in association with Train & McIntyre Ltd., of Glasgow

invites you to try
OLD ANGUS
A NOBLE SCOTCH
"Gentle as a Lamb"



66 PROOF



HAROLD ANDERSON

THE SCOTS themselves call this choice blend "A Noble Scotch"—and *they* should know fine Scotch whisky. Even in Scotland, the home of good whisky, Old Angus has been reserved for those discriminating palates that demand something better than the ordinary.

Now, in association with National Distillers, the old and honored Scotch distilling house of

Train & McIntyre Ltd. offers to its American cousins this same noble Scotch—unchanged, as fine as ever.

Try Old Angus. Judge it critically. You will understand why the Scots consider it a whisky of superior quality. And you will appreciate the phrase they use to describe its smooth, liqueur quality—"Gentle as a Lamb."

YOUR GUIDE TO



GOOD LIQUORS

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**"SHOUT,
Mr. Tracy!"**

Even after throat-taxing scenes, Spencer Tracy* finds Luckies easy on his throat! And so will you!

"SHOUTING" for hours is tough on throats. *You* try it and see. Yet Mr. Tracy says: "Even when my throat is completely tired out from acting, Luckies still get along with it fine!"

You try Luckies, too, and see. We think you'll agree with Mr. Tracy, because the exclusive "Toasting" process takes out cer-

tain irritants found in *all* tobacco. This makes Luckies a light smoke.

We think you'll agree with the tobacco experts, also. Among independent buyers, auctioneers and warehousemen—not connected with any manufacturer—Luckies have twice as many exclusive smokers as have all other cigarettes combined!

*SPENCER TRACY, CO-STARRING IN M-G-M PRODUCTION, "TEST PILOT"

Sworn Records Show That—

With Independent Experts—WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1



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